



# WISCONSIN WATERFOWL ASSOCIATION

HABITAT

EDUCATION

LEGISLATION

28 May 2021

**Subj: ORGANIZATION EVALUATION PROGRAM**

Maintained by: Administrative Director, Approved by Board of Directors

1. **Purpose:** This policy describes the expectation that the Board of Directors will regularly evaluate the performance of this organization, to determine areas for improvement. It is the policy of WWA to continuously increase the impact of its efforts, informed by regular evaluations that consider achievement of planned actions and metrics.
2. **Background:** WWA has a set of complete financial indicators and some limited performance metrics that are reviewed. Financial metrics are reviewed monthly at board meetings. Performance metrics currently focus on habitat efforts, but there must also be a complete suite of performance metrics that are developed and refined over time.
3. **Action:** With the Executive Director's assistance, the board will develop, oversee and monitor a set of WWA's mission-related goals.
  - a. These goals will have both external and internal focus, meaning they will address WWA's mission impacts, and sustainment/efficiency internal goals
    - i. These efforts will initially be developed at the Committee level, and when consolidated will form the basis of a WWA annual action plan. Achievement or setbacks on this action plan will be considered at each in-person annual board meeting at a minimum.
  - b. In addition, a regular evaluation of organizational effectiveness will developed and presented to the full board at least every two years by the Executive Director.
    - i. This assessment will consider effectiveness in achieving the action plan goals
    - ii. The progress in development of a full suite of key performance indicators
    - iii. Recommended actions to improve the organization's impact.
4. **Updates:** This policy will be updated as needed.

Approved by Board of Directors on 23 April 2021