

# Weaving Guilds of Oregon

## Long Range Plan

*The purpose of WeGO is to encourage weaving and related fiber arts in Oregon; to foster inter-guild cooperation and communication; and to provide educational opportunities.*

### Goal 1

Improve public relations to increase the awareness of WeGO and our mission. This improved awareness will also raise the awareness of fiber arts in Oregon and will assist member guilds to increase membership.

#### Objectives

1. Maintain a more active role in Oregon fiber festivals.
  - a) Offer WeGO category awards and prizes for excellence in fiber arts.
  - b) Financial assistance through co-sponsorships.
  - c) Become a fiber arts judge resource. (see Goal 2, 4.)
  - d) Have WeGO promotional materials available at festivals.
  - e) Encourage member participation in fair fiber arts competitions.
2. Increase participation in State and county fairs.
  - a) Offer WeGO awards and prizes for excellence in fiber arts.
  - b) Encourage member participation in fair fiber arts competitions.
  - c) Develop a statewide delivery process to assist member's participation.
  - d) Encourage member participation in fiber art technique demonstrations.
  - e) Become a fiber arts judge resource. (see Goal 2, 4.)
  - f) Have WeGO promotional materials available at fairs
  - g) Circulate news releases to announce fiber arts events to the public media
  - h) Maintain a web page focused on fiber arts events and information.

### Goal 2

Improve fiber art educational opportunities for member guilds.

#### Objectives

1. Organize and subsidize regular workshop opportunities making sure each region is given access to workshops on a rotational basis. Registration in each location be open to all WeGO members.
2. Explore a workshop schedule and process to better serve Oregon weavers.
3. Continue WeGO \$200 scholarships in established rotation.
4. Explore an annual \$1000 scholarship, which will assist member attendance at a weaving school.
5. Explore the possibility of WeGO setting up training and/or certification of fiber arts judges for fiber festivals and state and county fairs.
6. A three to five year rotation is recommended after evaluating our successful 2013 Traveling Show. An exhibit committee is needed to facilitate future shows.

### **Goal 3**

Increase WeGO communication with membership guilds throughout the year.

#### **Objectives**

1. Explore electronically publishing newsletter on a quarterly schedule.
2. Continue to encourage a “guest Rep column” to the newsletter, which could include a book report or highlight a successful program or workshop.
3. Explore adding a letter from the President, (or) other board member, or guild member to newsletter.

### **Goal 4**

Stabilize income source.

#### **Objectives**

1. Host ANWG conference within a 10 years period. (Next 2021)
2. Establish a process for the dispersment of ANWG conference profits to membership guilds—this may encourage guilds to participate in conference planning.

### **Goal 5**

Improve Executive Board recruitment and retention.

#### **Objectives**

1. Set up a committee to study officer recruitment and retention.
2. Centralize meeting location.
3. Explore financial assistance for travel expenses.

**Updated March, 2015**