

2023

Design Your Member Experience

A 12 month experience driving organizational impact through your professional development.

WCWI Mission: WCWI holds the core belief that employee wellbeing is a fundamental strategy and business priority for every employer of all sectors, industries, and sizes. As a professional development and consultation organization, WCWI is the premier resource for employee and organizational wellbeing in Wisconsin and the northern Midwest.

WCWI lives this mission through the following membership competencies:

- **Empower and equip** leaders and wellbeing strategists through strategic coaching, consultation, training, and professional development.
- **Advocate** for the success of our members by widening the scope of employee wellbeing in Wisconsin and navigating barriers.
- **Lead** the common agenda of improving the wellbeing of Wisconsin's workforce and communities.
- **Unite and build connections** for wellbeing strategists and leaders through peer-to-peer learning, networking, and idea-sharing.

The graphic features a circular diagram on the left with four segments: 'lead' (top), 'empower + equip' (right), 'advocate' (bottom), and 'unite + build connections' (left). The center of the circle contains the WCWI logo and the text 'MEMBER EXPERIENCE'. To the right, the WCWI logo is displayed above the title '12-Month Member Experience'. Below this, four paragraphs describe each competency: 'empower and equip' (strategic coaching and professional development), 'advocate' (widening the scope of employee wellbeing), 'lead' (improving the wellbeing of Wisconsin's workforce and communities), and 'unite and build connections' (peer-to-peer learning and idea-sharing). The graphic is decorated with yellow and green dots and a green vertical bar on the right side.

WCWI

12-Month Member Experience

We **empower and equip** people leaders and wellbeing strategists through strategic coaching and professional development.

We **advocate** for the success of our members by widening the scope of employee wellbeing in Wisconsin and navigating the barriers in the industry.

We **lead** the common agenda of improving the wellbeing of Wisconsin's workforce and communities.

We **unite and build connections** for wellbeing strategists and people leaders through peer networking and idea-sharing.

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EMPOWER and EQUIP

Benefit	Frequency	Description	Experience
WCWI Member Consult	By Request	Connect with one of the WCWI Team Members for a brief overview of your Member Benefits and for input regarding your employee wellbeing program.	Registered <input type="checkbox"/> Attended <input type="checkbox"/>
Member Dashboard	Ongoing	Members-Only platform that includes a library of resources, wellness challenges, archived WCWI experiences, and more.	Username: Password:
Member Experience Overview (Enhanced)	Monthly	This 45-minute virtual overview will provide you with directions and insight into the WCWI Member Experience with a closer look at our most popular benefits.	Registered <input type="checkbox"/> Attended <input type="checkbox"/>
Equip Email Series (New in 2023)	2X per Year	The educational email series is an included benefit for WCWI members and provides you with access to instructional videos and resources delivered right to your inbox.	Registered <input type="checkbox"/> Completed <input type="checkbox"/>
Annual Conference w/Member Discount	Annual: Spring	WCWI's Annual Conference is your space to be wrapped in the support of your WCWI community to ideate, share, learn, dream, connect, and boldly unite.	Registered <input type="checkbox"/> Attended <input type="checkbox"/>
Virtual Enrichment Session	Quarterly	These virtual sessions are either skill-based development sessions or guided restorative experiences that will give you a chance to explore various topics related to personal wellbeing, leadership, and overall professional development.	Attended 1 <input type="checkbox"/> Attended 2 <input type="checkbox"/> Attended 3 <input type="checkbox"/> Attended 4 <input type="checkbox"/>



ADVOCATE

Benefit	Frequency	Description	Experience
WCWI Podcast	Quarterly	Changing the Narrative of Employee Wellbeing: Join WCWI for a series of interviews with executives, practitioners, and experts as we explore compassionate, people-centered conversations about employee wellbeing.	Subscribed <input type="checkbox"/> Listened <input type="checkbox"/>
Well Practice Resources	Ongoing	Tangible best practices and tools highlighting successful employee wellbeing strategies used by members of the WCWI Member Community.	Reviewed <input type="checkbox"/> Utilized <input type="checkbox"/>
Wellness Challenges	Ongoing	Ready-to-implement wellness challenges to engage your employees in fulfilling their own wellbeing.	Reviewed <input type="checkbox"/> Utilized <input type="checkbox"/>
WCWI eNewsletter	Quarterly	WCWI's quarterly one-stop-shop for all news, events, articles and resources.	Read Q1 <input type="checkbox"/> Read Q2 <input type="checkbox"/> Read Q3 <input type="checkbox"/> Read Q4 <input type="checkbox"/>
Member Resource Toolkit (New in 2023)	Monthly	Ahead of each month, receive helpful resources, articles and activities to support your program's monthly focus.	Received <input type="checkbox"/> Utilized <input type="checkbox"/>



LEAD

Benefit	Frequency	Description	Experience
WCWI Data Center: Surveys + Polls	Ongoing	Averaging 20% participation of WCWI members, you can play a lead role in capturing Wisconsin's employee wellbeing trends through surveys and polls.	Reviewed <input type="checkbox"/> Utilized <input type="checkbox"/>
WCWI Job Board	Ongoing	Promote job openings to our network of 3,300 professionals. Postings can be for any roles related to wellbeing, people strategy, HR, learning, talent, and more.	Reviewed <input type="checkbox"/> Utilized <input type="checkbox"/>
LEAD Workshops (New in 2023)	Bi-annually	A half-day workshop to support professional development and learning for Wellbeing Strategists facilitated by a WCWI Member. (CEUs offered)	1 Registered <input type="checkbox"/> 1 Attended <input type="checkbox"/> 2 Registered <input type="checkbox"/> 2 Attended <input type="checkbox"/>
Learning Circle	Single Session	In-person learning and professional development experience facilitated by an expert in the wellbeing industry. (CEUs offered)	Registered <input type="checkbox"/> Attended <input type="checkbox"/>



UNITE + BUILD CONNECTIONS

Benefit	Frequency	Description	Experience
Member Resource Group	Quarterly	These live, interactive discussions connect you to trending topics, inventive idea-sharing, and relevant resources to put into action.	Attended 1 <input type="checkbox"/> Attended 2 <input type="checkbox"/> Attended 3 <input type="checkbox"/>
Member Connections (Enhanced)	Quarterly	Register each quarter to be randomly paired with another member or small group to grow your network and share experiences.	Q1 Registered <input type="checkbox"/> Q2 Registered <input type="checkbox"/> Q3 Registered <input type="checkbox"/> Q4 Registered <input type="checkbox"/>
WCWI Member Meet-ups (New in 2023)	Bi-annually	Unite with WCWI Members during these in-person networking events.	Attended 1 <input type="checkbox"/> Attended 2 <input type="checkbox"/>

Next Steps

- Log in to the Member Dashboard to view member-only resources and benefits
- Register for an upcoming learning experience
- Attend the next Member Experience Overview
- Register for the next Member Connection experience

