

GO-TO WIC TASK FORCE JOB DESCRIPTIONS

GO-TO WIC TASK FORCE DESCRIPTION: The 15-member Go-to WIC Task Force will be comprised of 7 NWA members and 8 non-voting consultant members to develop an Implementation Plan for expanding WIC nutrition and breastfeeding services to non-WIC clients. Consultant members will contribute to Task Force discussions and activities but will not vote on any official decisions of the Task Force. The Implementation Plan will include service delivery model frameworks, payment model frameworks, and a communications strategy. The Task force will also identify at least seven sites to pilot the plan and any tasks that will need to be completed to prepare the sites for implementation.

The Task Force members will be appointed for 20 months (October 15, 2013 – June 15, 2015). Official Task Force business will occur over 12 months, pending the receipt of grant funding. The Task Force will convene for four 2-day meetings in Washington, DC and have 22 bi-weekly conference calls over the 12 month period. Task Force members will volunteer their time to attend meetings and calls and draft the Implementation Plan, but NWA will cover travel expenses for the four in-person meetings for all members of the Task Force, pending receipt of grant. The Task Force will be supported by a project manager in NWA's national office.

Complementing the Task Force activities, NWA will work with a design consultant to explore a new brand identity for WIC services/clinics and service design strategies. Outcomes of this 3 month exploration will be shared with the Task force to help inform the service delivery models and communications strategy that will be outlined in the Implementation Plan.



Section: Organizational Structure	Subject: Roles & Responsibility	No. & Page:
Implementation:	Date:	
Status:		

National WIC Association (NWA)

POSITION: "GO-TO WIC TASK FORCE" CHAIR

TERM: October 15, 2013 – June 15, 2015

ELIGIBILITY: Appointed by and at the discretion of the Board Chair

RESPONSIBILITIES:

1. Coordinate with NWA project manager to schedule and plan agenda for 4 in-person meetings and 22 conference calls over the course of 1 year.
2. Lead meetings and conference calls.
3. Keep Task Force on track to complete Implementation Plan within 1 year of receiving grant funding.
4. Prepare and submit Implementation Plan to Board.
5. Assist NWA project manager in grant reporting activities related to the Task Force.
6. Request guidance or policy direction from the Board as needed.
7. Prepare report to inform the Association of their activities at the Annual Conference Business Meeting.
8. Convey concerns and recommendations, as necessary, to the Board Liaison.



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National WIC Association (NWA)

POSITION: BOARD LIAISON TO “GO-TO WIC TASK FORCE”

TERM: October 15, 2013 – June 15, 2015

RESPONSIBILITIES:

1. Participate in meetings and conference calls.
2. Report to the Board at the quarterly Board meetings or as necessary on actions and progress on the charge of the Task Force.
3. Report to the Task force on guidance or policy direction from the Board.
4. Invite Task Force Chair, at the direction of the Board, to report to the Board on the Task Force actions.
5. Make recommendations, as necessary, to the Board Chair, Board of Directors, and the President/CEO.



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NATIONAL WIC ASSOCIATION (NWA)

POSITION: "GO-TO WIC TASK FORCE," NWA MEMBER

TERM: October 15, 2013 – June 15, 2015

ELIGIBILITY: Appointed by and at the discretion of the Board Chair

RESPONSIBILITIES:

1. Attend four in-person meetings in Washington, DC.
2. Participate in bi-weekly conference calls (22 calls at 2 hours each).
3. Contribute to drafting the Implementation Plan.

NEEDED:

- 1 State Director
- 1 Local Agency Director
- 1 Nutrition Coordinator
- 1 Indian/Native American Representative
- 3 At-Large Members

NOTES: At least one person from the following types of WIC programs will be represented on the Task Force: hospital, health department, FQHC, non-profit



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National WIC Association (NWA)

POSITION: "GO-TO WIC TASK FORCE," CONSULTANT MEMBER

TERM: October 15, 2013 – June 15, 2015

ELIGIBILITY: Appointed by and at the discretion of the Board Chair

RESPONSIBILITIES:

1. Attend four in-person meetings in Washington, DC.
2. Participate in bi-weekly conference calls (22 calls at 2 hours each).
3. Some consultant members may be asked to assist with drafting particular sections of the Implementation Plan.

NEEDED:

- Breastfeeding Promotion Expert
- Health Administration Expert (Health System Models /Medical Billing of Multiple Payers);
- Medical Community Representative (pediatrician, obstetrician, someone from AAP, or someone from ACOG)
- Research Expert
- Service Design Expert
- Business/Economics Expert
- Marketing/Communications Expert
- 1 At-Large Member

NOTES: Consultant members are not employees of WIC, though may be affiliated with WIC. Consultant members will contribute to Task Force discussions and activities but will not vote on any official decisions of the Task Force. Consultant members should have significant experience with breastfeeding promotion, health system models, medical finance, service design, prenatal or pediatric medicine, research, communications or business. NWA will consider additional types of consultants, as needed.