



“When you come to a fork in the road... take it!”

-Yogi Berra

Here it is – now the second decade of the 21st century. WSSA has been in existence since 1937. Back then, no one dreamed of e-mail, CARES, Facebook, cell phones with text messaging or microwave popcorn.

Times change, people change and organizations change. WSSA looks much different now than it did almost 75 years ago. Many things have certainly changed, but that process must continue if WSSA is to survive in the future.

We have been talking with WSSA members for a while now about how the future may look for the organization. How do pressures of tight budgets, high caseloads, travel restrictions and competing priorities affect the relevancy of WSSA? Is there a place and a purpose for WSSA moving forward?

I believe there is, but we are rapidly coming to a fork in the road. The Executive Committee has been working with Judy Spring, who was a facilitator at our Mid-Year Conference in December. She presented some recommendations and challenges to the Committee involving finding a vision and a mission that are relevant to Social and Human Service workers in Wisconsin in 2010 and beyond. If we can't find our way to that relevancy and give members a reason to be involved in and care about WSSA, then it is possible that the organization has served its purpose and completed its mission.

Which path will we choose? It depends on you. Over the next months, we will be exploring new visions, new ways of doing things and trying to see how we can best make a difference for our members. Your voice is important! Feel free to contact me or any member of the Executive Committee if you have ideas or questions. At our annual Business Meeting in May during the Annual Conference, we will be considering some resolutions that will shape both of our potential future paths.

One path leads forward, the other leads to an end. We can see the fork in the road from here. A choice will have to be made. When the time comes, which will it be?

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