



FIVE-YEAR JOINT GOALS

FY 2026-2030 STRATEGIC PLAN

THE NEBRASKA WIC PROGRAM MISSION STATEMENT

“To make a positive difference in the nutrition and health of families and individuals by providing services in a professional and respectful manner.”

KEY OBJECTIVES

Launching a
Cohesive
Vision of WIC

Nurturing WIC
Careers

Enhancing WIC
Experience
through
Modernization

Collaborating
on Policies and
Procedures

Pursuing
Outside WIC
Support

LAUNCHING A COHESIVE VISION OF WIC

NE WIC SMART GOAL:

To support launching a cohesive vision of WIC, State WIC will have a portal implemented at 50% of local agencies within 12 months.

Action Steps:

1. Create statewide roll-out plan.
2. Coordinate rollout with local agencies (LAs).
3. Develop portal support network for users.

NE WIC SMART GOAL:

To support launching a cohesive vision of WIC, State WIC will increase program participation through use of the participant portal in FY26.

Action Steps:

1. Track number of new accounts created.
2. Track number of daily logins and analyze trends monthly.
3. Conduct annual portal user experience survey.

NE WIC SMART GOAL:

To support launching a cohesive vision of WIC, State WIC will collaborate with LAs to conduct an annual unified statewide outreach event.

Action Steps:

1. Maintain a robust outreach committee comprised of State and local members
2. Outreach committee will meet bi-monthly to develop, implement, and evaluate one outreach event.

NE WIC SMART GOAL:

To support launching a cohesive vision of WIC, State WIC will research creation of culturally competent educational materials during FY26.

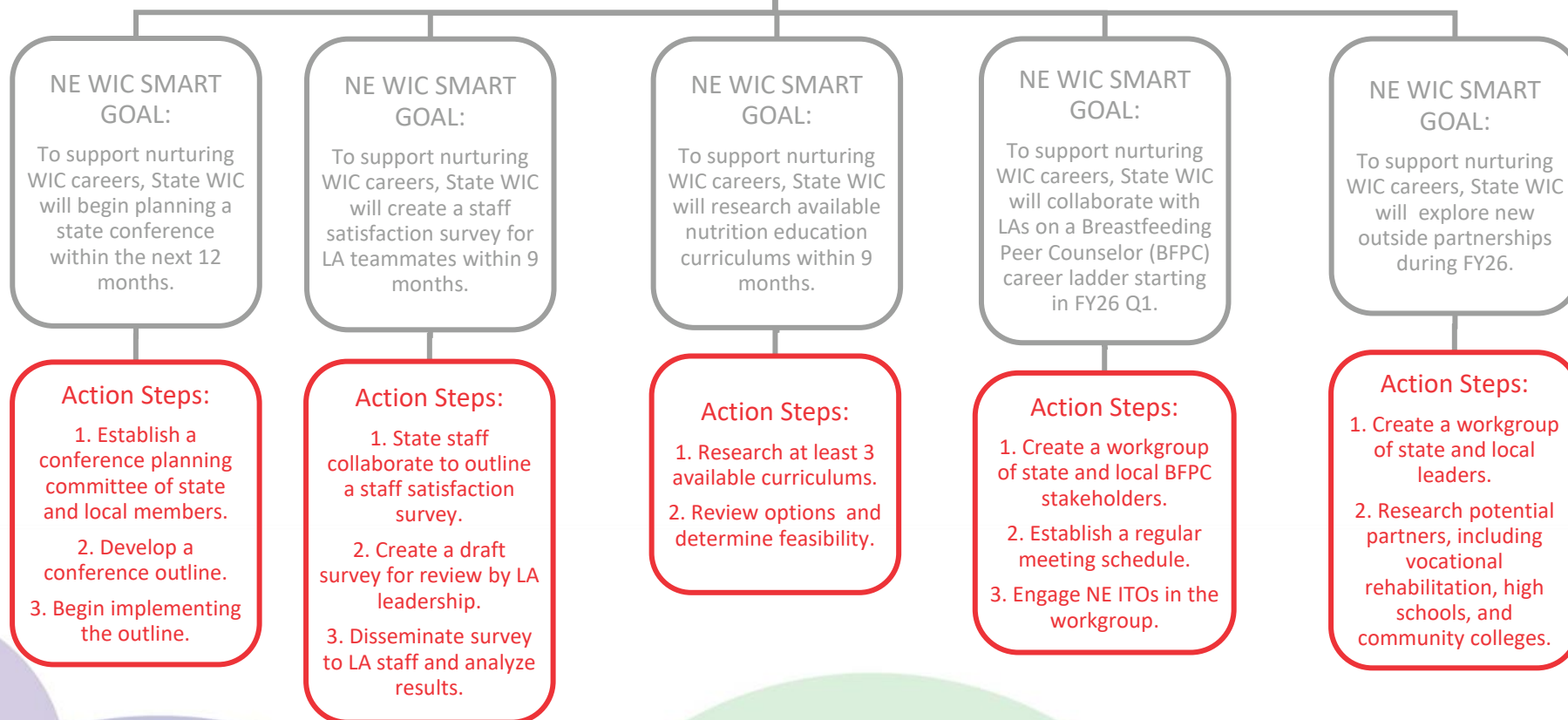
Action Steps:

1. Create written and oral translations of the Rights and Responsibilities in at least 2 languages.
2. Update job aids with details about the WIC Shopper App language options.
3. Collaborate with WIC work groups and committees to research culturally relevant materials.

3-5 YEARS MEASURES OF SUCCESS:

1. Creation of 1,000 family accounts by participants on the WICWeb portal.
2. Quarterly review and evaluation of WIC website analytics show increase traffic after implementing website updates.

NURTURING WIC CAREERS



3-5 YEARS MEASURES OF SUCCESS:

1. Annual local and state staff retention rates improve.
2. At least 1 local agency implements a full breastfeeding peer counselor career ladder.
4. Annual management evaluations result in fewer findings year over year.

ENHANCING WIC EXPERIENCE THROUGH MODERNIZATION

NE WIC SMART GOAL:

To support enhancing the WIC experience through modernization, we will research online education options within 6 months and move toward a more efficient experience.

Action Steps:

1. Research paid options for online nutrition education.
2. Contact other states about their online education.
3. Explore learning platforms to deliver the education.

NE WIC SMART GOAL:

To support enhancing the WIC experience through modernization, we will explore joint outreach options within 6 months.

Action Steps:

1. Identify statewide needs and wants for outreach.
2. Prioritize what is actionable.
3. Begin developing resources.

NE WIC SMART GOAL:

To support enhancing the WIC experience through modernization, we will reinvigorate the training experience for WIC staff in FY26.

Action Steps:

1. Continue working with coaches to identify and refine changes.
2. Outline new curriculum and training process and begin implementation.
3. Evaluate with end-of-training surveys.

NE WIC SMART GOAL:

To support enhancing the WIC experience through modernization, we will refresh the WIC public website in FY26.

Action Steps:

1. Work in small groups to prioritize updates.
2. Draft an update plan.
3. Collaborate with DHHS IT team on changes.

NE WIC SMART GOAL:

To support enhancing the WIC experience through modernization, we will improve the accessibility and usefulness of breastfeeding education in FY26.

Action Steps:

1. Move BF curriculum to a modern platform.
2. Create training on using the new curriculum.
3. Implement a Spanish version of the new curriculum.

3-5 YEARS MEASURES OF SUCCESS:

1. Implement a digital process to track and assess homeless and other facilities.
2. Implement a digital vendor application.
3. Implement a digital participant integrity system.

COLLABORATING ON POLICIES AND PROCEDURES

NE WIC SMART GOAL:

To support collaborating on policies and procedures, we will conduct a full review of all policies and procedures in FY26.

Action Steps:

1. Convene coordinator workgroup to review existing policies and procedures
2. Create a schedule and review timeline
3. Update the policy/procedure webpage as needed.

NE WIC SMART GOAL:

To support collaborating on policies and procedures, we will implement a WIC leadership workgroup to discuss policies/procedures within 3 months.

Action Steps:

1. Establish the needs and wants of WIC leaders related to a workgroup.
2. Set the first workgroup meeting and establish a regular meeting schedule together.
3. Meet at least 3 times in the first year with the leaders identified in steps one and two.

NE WIC SMART GOAL:

To support collaborating on policies and procedures, we will enhance communication on policies/procedures over the next year.

Action Steps:

1. Provide quarterly updates about state progress reviewing and updating policies and procedures to directors at leadership workgroup or director calls.
2. Communicate proactively about upcoming changes and give context.
3. Dialogue with WIC leaders about the impact of policies and procedures at least twice per year at either a leadership or directors call.

3-5 YEARS MEASURES OF SUCCESS:

1. An up-to-date digital library of state and local policies and procedures.
2. A collaborative process for local agency staff to assist in updating policies and procedures.

PURSuing OUTSIDE WIC SUPPORT

NE WIC SMART GOAL:

To support pursuing outside WIC support, State WIC will create a grant workgroup to identify sources of funding in FY26.

Action Steps:

1. Establish the needs and wants of WIC leaders related to a workgroup.
2. Set the first workgroup meeting and establish a regular meeting schedule together.
3. Meet at least twice in the first year to begin researching funding opportunities.

NE WIC SMART GOAL:

To support pursuing outside WIC support, we will support the LAs as they pursue outside support in FY26.

Action Steps:

1. Collaborate with LA's on identified opportunities.
2. Provide support as requested, including letters of support, MOUs, or similar.

NE WIC SMART GOAL:

To support pursuing outside WIC support, we will assist LAs in obtaining training about how to identify and apply for grants in FY26.

Action Steps:

1. Leverage the leadership workgroup to research training options.
2. Compare trainings and determine which to attend.
3. Enroll at least one staff per LA in training.

NE WIC SMART GOAL:

To support pursuing outside WIC support, we will explore outside partnerships within 6 months.

Action Steps:

1. Identify at least 3 state programs to contact about a partnership.
2. Meet with each program to discuss WIC.
3. Invite at least one program to present about their work at a leadership meeting.

3-5 YEARS MEASURES OF SUCCESS:

1. Implement a robust nutrition curriculum for CPAs.
2. Establish relationships with at least 3 post-secondary institutions.