



# Subject Matter Expert (SME) Details

Empowering a Responsive WIC Workforce

## Lend Your Expertise to the WIC TAPC Center

### *Shape National Strategies for Workforce Resilience*

The **WIC Technical Assistance and Peer Coaching Center (WIC TAPC)** is a national initiative funded by USDA NIFA to cultivate a healthier, more resilient WIC workforce. We are building a national staff training system, and we are looking for **Subject Matter Experts (SMEs)** to ensure our resources are relevant, evidence-based, and deeply impactful.

### The Role: What is an SME?

Subject Matter Experts are the architects of our content. You represent the "nuanced insight" required to develop competency-based resources that work in the real world. As an SME, you may be tapped to:

**Develop & Review Content:** Help create or vet materials for the *Support and Growth of the WIC Workforce* curriculum.

**Lead Professional Development:** Offer webinars or training at national meetings related to your specific area of expertise.

**Consult on Strategy:** Identify promising practices for capacity-building and workforce impact.

**Create Deliverables:** Produce reports, infographics, or presentations that translate complex ideas into practical WIC tools.

### Who Should Consider This Role?

We are looking for a diverse range of voices—from WIC administrators and frontline staff to experts in public health, SNAP-Ed, EFNEP, and the Land-Grant University System. You might be an ideal SME if you have experience in:

- **Maternal and Child Health or Public Health Nutrition.**
- **Workforce Development and community engagement.**
- **Lived Experience or close alignment with the communities WIC serves.**
- **Training Design:** Experience with online learning platforms, facilitating group discussions, or creating dissemination materials.
- **National Outcome Areas:** Deep understanding of birth outcomes, infant feeding, and nutritious diets.

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## Why Contribute to the WIC TAPC Center?

- **National Legacy:** Help shape the training models that will support the entire WIC system for years to come.
- **Professional Stature:** Elevate your profile by demonstrating leadership on a national platform.
- **Collaborative Network:** Build meaningful relationships with professionals across the WIC system, from local agencies to federal leadership.
- **Stay Ahead of the Curve:** Gain early insights into emerging best practices in coaching and public health workforce strategies.

## Compensation and Commitment

We recognize that SMEs are high-level professionals with existing commitments. Our model is designed to be flexible and project-based:

- **As-Needed Engagement:** SMEs are engaged on an as-needed basis through 2029. This may include short-term consultations, product development, or one-time training delivery.
- **Tailored Time Commitments:** Your specific involvement will be determined individually based on your expertise and the project's needs.
- **Expert Compensation:** All SMEs will be compensated for their expertise, contributions, and time.
- **Travel Support:** The WIC TAPC Center will cover all expenses related to any requested in-person participation.

## Let's Build the Future of WIC Together

The success of the WIC TAPC Center depends on the expertise of those who understand the complexities of public health and workforce wellness. If you are interested in lending your voice to this national effort, we invite you to reach out.

For more information, scan here  
or email us at [WIC-TAPC@umn.edu](mailto:WIC-TAPC@umn.edu)

