

Executive Women International®
Dallas Chapter
Strategic Plan
2009 – 2010

Executive Women International[®], Dallas Chapter Strategic Plan 2009-2010

CHAPTER VISION: The Dallas Chapter of Executive Women International[®] will be the leading connection for business professionals of this organization of choice for key individuals and will be recognized by the Dallas community as an avenue for these individuals to achieve personal and professional excellence.

EWI[®] MISSION STATEMENT: Executive Women International[®] is an organization that brings together key individuals from diverse businesses for the purpose of:

- Promoting member firms,
- Enhancing personal and professional development, and
- Encouraging community involvement.

Every activity of the Dallas Chapter will fulfill at least one of the objectives of the EWI[®] Mission Statement.

STRATEGIC PLAN: In an effort to take the Dallas EWI[®] Chapter to a new level of achievement, the goals of the Strategic Plan have been set as a means of broadening our opportunities for attaining excellence. None of these suggestions are intended to replace current programming, but rather are meant to supplement the basic activities that have been proven to be successful.

The responsibility for developing the plan of action to accomplish each of the action items of the Strategic Plan will be the obligation of the Board of Directors. This document should be used as a basic tool for establishing the coming year's Chapter goals at the Annual Board Retreat.

The Strategic Plan allows us to explore both our internal and external situations in connection with our Chapter's mission and, in turn, direct our future. It is the overlay of the action plans or tactics that will enable us to accomplish our goals.

Goal No. 1: Promote Member Firms

Strategy No. 1:

Responsibility

Pursue Chapter Growth

Action Item No 1.

Membership

Grow the Dallas Chapter by ten firms through representative and executive referrals. Contact CEOs at large Dallas-based corporations (i.e., JCPenney, Vought, Kimberly-Clark, Dr. Pepper, Frito-Lay, AT&T, Verizon, etc). Schedule one-on-one lunches/meetings with prospective representatives and/or executives. Invite your President, VP, or other Board or fellow committee member. Feed off of each other's enthusiasm and hit on all points that make EWI great. Follow up.

Action Item No 2.

Membership

Hold bi-annual, new member orientation introductions prior to regularly scheduled Chapter meetings. Invite all members to attend should they want a refresher.

Action Item No 3.

Membership

Assign sponsors from general membership to personally welcome all new representatives into the organization, helping them to become familiar with EWI policies and practices, and stay informed of meetings, events and committee responsibilities. Commit to make potential reps/new members feel welcome by placing a Welcome Board on an easel at the entry of the venue with the representative's name and firm. Send out an email blast notifying members of guests.

Action Item No 4.

President/Vice President

Two Dallas firms will be selected at random and promoted monthly with an article pertaining to their businesses in the *EWIConnect*. They will also receive a special introduction and recognition at that month's meeting.

Strategy No. 2:

Seek Opportunities to Showcase Member Firms

Responsibility

Action Item No 1.

Promote member firms through firm nights and a trade show.

Program

Action Item No 2.

Have philanthropic endeavors that will support the work of member firms dedicated to community service. We continue to promote United Way of Metropolitan Dallas by participating in their annual work night. Texas Scottish Rite Hospital for Children will hold a firm night where member representatives will donate hand held games for teenagers.

B/C/DP

Action Item No 3.

Identify and recognize member firms with matching programs of philanthropic donations and/or volunteer hours. Member firm The Grayson Group and Hitachi Data Systems support the USO Reading Room. The committee plans on a philanthropic night where member representatives will donate books and DVD's to the USO Reading Room.

B/C/DP

Action Item No 4.

Involve member firms outside of the Dallas area in enlightening members about their organizations. Encourage member firm participation in their areas of expertise to sponsor/host monthly meetings.

Program

Action Item No 5.

The Ways and Means Committee will hold two major fundraisers in 2010: NO DIRTY DISHES fundraiser to be completed before the end of the calendar year in 2009 and the Gayle Rose Golf Classic to be held in June 2010.

Ways & Means

Whenever items are donated from member firms for door prize drawings or otherwise, we will showcase the names of the firms at meetings and in the newsletter.

The Ways & Means committee has confirmed a date for the Annual Gayle Rose Scholarship Golf Classic, June 18, 2010 where we will showcase member firms that have supported the golf tournament at a sponsorship level. This will be done in a manner consistent with the level of sponsorship.

Action Item No 6.

Publication

Assist President and Vice President with showcasing two member firms in the *EWIConnect* each month. The Publication Committee will provide articles featuring member firms and representatives (both new and current) in *EWIConnect*.

Goal No. 2: Enhance Personal and Professional Development

Strategy No. 1:

Responsibility

Pursue Personal and Professional Development Opportunities

Action Item No 1.

President

Encourage current membership to participate in all committee functions, membership development, attend Board meetings, EWI learning and development programs all of which will prepare them for future Director and co-chair positions.

Action Item No. 2.

Program

Plan meetings with a continued focus on personal and professional development. Educate executives on the accomplishments and purpose of EWI.

Action Item No 3.

Continue encouraging membership to participate on next year’s Board of Directors. Reach out to membership and let each representative know they are crucial to the strength of the organization.

**President/Vice President
All Directors**

Encourage committee members to sign up for Teleseminars hosted by EWI Corporate.
Make sure new members and prospects are acquainted with the educational and networking opportunities available through EWI: Annual Meeting, Conferences and Teleseminars.
Promote educational benefits obtained by attending LCAM, Spring Conference or other meetings within EWI.

Action Item No. 4.

At each meeting, make it a “mission” to visit with new members and encourage their participation in EWI. Discuss the Board positions and invite new members to attend a Board meeting to excite their interest. Encourage participation in philanthropic projects such as the Reading Rally and Golf Tournament.

Secretary

Action Item No. 5.

Promote “dates to remember” monthly in the *EWIConnect* keeping members informed of all upcoming professional development events.

Publication

The Publication Committee will provide a current "Calendar of Events" in every issue of *EWIConnect*, and assist in maintaining current information on the Chapter website.

Strategy No. 2:

Responsibility

Promote Leadership Opportunities

Action Item No 1.

Assign representatives to committees right away accommodating their interests and strengths.

President/Vice President

Action Item No 2.

Encourage committee chairs to delegate and grow their members.

President/Vice President

Action Item No. 3.

Personally invite three representatives per month to attend that month's Board meeting.

President/Vice President

Action Item No 4.

Encourage membership committee members to attend at least one board meeting. Delegate organization of spring and summer new-member receptions to two committee members. Assign committee member to identify sponsors to help new members. Appoint committee member to lead new-member orientation.

Membership

Action Item No 5.

Encourage new committee members to get actively involved with the mission of the Committee and in creating informative/educational Chapter programs.

Program

Action Item No 6.

Assign a rotation of the Committee members, each serving one month as Host and two months as Table Aide. The host will take the leadership role for others assigned to work that month. This allows the host to welcome every guest/member and get to know our members faster and better. They will assist with directing individuals to the registration tables to obtain their badge and make payment.

Sergeant At Arms

Action Item No 7.

Promote leadership skills within the Publication Committee by encouraging everyone to be involved in various aspects of Committee assignments and responsibilities. Individuals will lead projects including new member stories and chapter activities.

Publication

Members of the Publication Committee will share responsibility in the production and distribution of *EWIConnect*. This will include development of articles featuring new and current member firms and representatives. Members of the Committee will also share in the development and distribution of Chapter Courtesy Notices.

Goal No. 3: Encourage Community Involvement

Strategy No. 1:

Responsibility

Effectively Communicate EWISP, ASIST & Chapter Only Scholarship Program

Action Item No 1.

B/C/DP

Streamline the scholarship process and focus on program efficiency.
The committee continues to communicate efficiently through email. Counselor information continues to be updated for easier access. We have added new schools to broaden our search.

Action Item No 2.

B/C/DP

Referring to EWISP Scholarship orientation, ensure the format of the program is as informative as possible, involving committee members as liaison with all attendees. The committee will hold the orientation meeting for students, parents, and counselors at member firm Texas Scottish Rite Hospital for Children.

Action Item No 3.

B/C/DP

Increase publicity within the Chapter by reminding members/firms they can contribute to the scholarship program through memorial or “in honor of” donations. Articles will be submitted to the *EWIConnect* to remind members and sustaining members.

Action Item No 4.

B/C/DP

Increase publicity efforts to gain visibility for the scholarship programs. Articles will be submitted to the *EWIConnect* to solicit scholarship applications and promote the scholarship program. We have attached media release forms with the scholarship applications in order to expedite media attention .

Strategy No. 2:

Responsibility

Focus on Greatest Community Need

Action Item No 1.

B/C/DP

Identify projects with greater visibility to the community work EWI provides.

- This year we:
 1. Donated 303 hangers which held suits, slacks, blouses and skirts. We also gave shopping bags full of handbags, belts, jewelry, panty hose and new cosmetics to Attitudes and Attire.
 2. Donation of \$500 to The Dallas Arboretum for a floral display to honor our sustaining members
 3. Plan on donating books to the USO Reading Room
 4. Support member firm, United Way of Metropolitan Dallas, with the assembling of campaign materials
 5. Support member firm, Texas Scottish Rite Hospital for Children where members will donate hand held games for teenagers
 6. Sponsor our annual Reading Rally project

Action Item No 2.

B/C/DP

Select varied and interesting projects to encourage representative participation.

We continue to support philanthropic projects focusing on children.

Action Item No 3.

B/C/DP

Encourage all members to participate in at least one project that EWI will be identified with to enhance EWI identity within the community. This year we will continue to advertise our projects in the *EWIConnect* and with courtesy notices

Action Item No 4.

B/C/DP

Participate in annual corporate directed literacy project. (Reading Rally)
Sponsorship of corporate reading rally needs

The Strategic Planning Function shall consist of:

- A. Vice President, Chair
- B. Current President
- C. One Sustaining member
- D. One Representative (with less than two years of membership)
- E. One Representative (with more than three years of membership)

The current President can appoint additional committee members, if desired.

The Strategic Plan will be reviewed on a yearly basis and updated as necessary.

Donna Berry
Chairman, Operations Review Committee
Representing Hoblitzelle Foundation

2009-2010 Operations Review Committee

Kimberly Froehle, Spencer Stuart
Donna Berry, Hoblitzelle Foundation
Paula Myers, Grayson Group
Janie Sandoval, The Dallas Breakfast Group
Anchi Ku, Hunton & Williams LLP
Rosemary Fair, TXI
Melanie Hoover, Fort Worth Convention and Visitors Bureau
Carolyn Trechter, Sustaining

Ex-Officio

Sheryl Pickle, Four Seasons Resort and Club