

Executive Women International® (EWI®)
Dallas Chapter
Strategic Plan
2016-2017

EWI® of Dallas Strategic Plan 2016-2017

Executive Summary:

The Dallas, TX Chapter of Executive Women International (EWI) was founded in 1951 and is one of approximately 60+ chapters in America and Canada. The Dallas, TX Chapter currently has 45 member firms with seven (7) firms having two representatives.

What is EWI?

EWI is a professional organization made up of premier companies in the Dallas/Fort Worth Metroplex whose focus is to provide leadership skills, personal and professional development and opportunities to our members, give back to our community through our literacy initiatives and scholarship programs, and provide business and personal connections that last a lifetime. Membership in EWI is by invitation only. Membership is held by the firm, while an individual (female or male), who is appointed by the firm's executive, serves as representative. Executive Women International® (EWI) is the **premier organization dedicated to supporting a professional woman's** ability to positively affect her company, her career, and her community.

Principals of EWI

- To bring together key individuals from member firms of EWI to:
- Achieve world-class status as an organization through applied standards of excellence;
- Provide a wide scope of community, educational, and philanthropic services and contributions;
- Afford the opportunities and structure for leadership and professional development;
- Forge and cultivate mutual business and professional goals through personal association and interchange;
- Encourage flexibility and adaptability in a membership as diverse in its demographics as in its interest, needs, and staying power.

CHAPTER VISION:

To be the leading Dallas Metroplex women’s organization of engaged professional members empowering others for positive change.

EWI MISSION STATEMENT:

Executive Women International brings together key individuals from diverse businesses for the purpose of:

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

VALUES:

Integrity * Excellence * Respect * Collaboration

Every activity of the Dallas Chapter will adhere to at least one purpose of the EWI Mission Statement.

STRATEGIC PLAN: EWI of Dallas aspires to achieve the designation of **“Chapter of Excellence”** as outlined by EWI Corporate. The Strategic Plan serves as a blueprint 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 tool for establishing chapter goals and a roadmap guiding chapter development.

The Strategic Plan allows EWI of Dallas to explore both its internal and external connections and align its activities with the chapter’s mission, focusing on its three priorities of Connections, Careers, and Community. The plan guides the chapter’s activities, helping it to accomplish its goals.

CONNECTION

Goal No. 1: Engage Member Firms and Representatives

Strategy No. 1:

Responsibility

Pursue Chapter Growth

Action Item No 1.

Retention & Recruitment

Grow the Dallas Chapter membership by a minimum of 30% annually.

Action Item No 2.

Retention & Recruitment

Retain at least 90% or more of our current Dallas Chapter membership.

Action Item No 3.

Retention & Recruitment

Expand Dallas Chapter Membership Mentor Program to educate new members and engage current members in the activities of the chapter.

Action Item No 4.

President/Vice President

Encourage the Retention and Recruitment Committee to continue to work with the classification codes for member firms with similar characteristics. Contact executives of firms with pending representatives and encourage filling their representative position.

Action Item No 5.

Program

Provide monthly meetings at enticing venues with interesting programs that will encourage attendance by current members who will bring prospective members as guests.

Action Item No 6.

Communications

Develop monthly marketing/public relations initiative with top media outlets in the Dallas Metroplex. Increase our EWI presence in social media with visible links to social media sites in the Chapter's *EWIConnect* newsletter, submitted to Corporate and on the Chapter Website.

Action Item No 7.

Communications

Be 100% consistent with the EWI brand in all media types from print to social media. Tell our EWI Story more, post photos of Chapter events, Scholarship Night, etc.

Action Item No 8.

Fundraising

The Fundraising committee will hold several fund raising events throughout the year, working with the Dallas Chapter member firms and supporting the chapter's program committee. The purpose is to raise funds to support our philanthropy projects, scholarship programs, augment the general fund and ensure the chapter operates in a fiscally responsible manner.

Action Item No 9.

President/Vice President

The chapter develops and maintains an executive engagement program that includes an Executive Advisory Board and quarterly communication with all executives.

Strategy No. 2:

Responsibility

Seek Opportunities to Showcase Member Firms

Action Item No 1.

Program

Showcase member firms through opportunities to host our Chapter meeting as firm nights or by offering firms the opportunity to host monthly meetings, and/or sponsor guest speakers.

Action Item No 2.

Showcase member firms at our Chapter and corporate events by offering opportunities to showcase member firms' products and services.

Action Item No 3.

B/C/DP

Consider philanthropic activities for chapter participation that support the work of member firms dedicated to community service. Partner with member firms on community service projects/events.

Action Item No 4.

President/Vice President

Continue to promote member firms by encouraging testimonials at meetings and distributing courtesy notices promoting member firms as appropriate.

Action Item No 5.

Communications

The communication committee will provide articles highlighting member firms and representatives (both new and current) in *EWIConnect* newsletter.

CAREERS

Goal No. 2: Enhance Personal and Professional Development

Strategy No. 1:

Responsibility

Pursue Personal and Professional Development Opportunities

Action Item No 1.

President/Vice President

Promote EWI corporate webinars and emphasize the fact these events are available to the entire staff of each member firm. Work with Board of Directors to determine the needs of our members in personal and professional development. Encourage members to participate as mentors to new representatives to foster personal development and growth in leadership skills.

Action Item No. 2.

Program

Hold at least nine professional topic related programs annually including webinars.

Action Item No 3.

President/Vice President

Promote the Academy of Leadership opportunities and corporate webinars. Promote the benefits of achieving Alumni status of the Academy of Leadership.

Action Item No. 4.

Retention & Recruitment

Welcome new members and encourage their participation in EWI. Engage in conversations with new members and answer questions they may have about the organization or leadership opportunities. Encourage members to attend a board meeting to give them firsthand knowledge of how the chapter functions and give them insight into the leadership opportunities in EWI of Dallas.

Action Item No. 5.

Communications

Promote “dates to remember” monthly and include a "Calendar of Events" in every issue of the *EWIConnect* newsletter and on the Chapter Website to promote all professional development events.

Strategy No. 2:

Responsibility

Promote Leadership Opportunities

Action Item No 1.

President/Vice President

Encourage board members to mentor their co-chairs and committee members to inspire leadership, commitment, and responsibility and to develop new leaders for future board terms. Encourage all representatives to attend at least one board meeting.

Action Item No 2.

President/Vice President

Continue to encourage board members to engage their committee members in chapter activities. Follow up with representatives who miss two consecutive meetings to ensure interest and connectivity.

Action Item No 3.

Retention & Recruitment

Delegate organization of new-member receptions to committee members. Assign members to lead a new-member orientation session. Both activities encourage committee members to develop their leadership skills.

Action Item No 4.

Program

Assign a committee member to take the lead for each monthly meeting.

Action Item No 5.

Sergeant-At-Arms

Assign at least two committee members at the registration table and one or two committee members to meet and greet every member and their guest as they arrive at monthly meetings.

Maintain accurate attendance records and coordinate with Treasurer to invoice receivables keeping past due meeting fees to a minimum.

Action Item No 6.

Communications

Promote leadership skills within the communication committee by encouraging everyone to be involved in committee assignments and responsibilities.

Action Item No 7.

B/C/DP

Encourage each committee member to take a leadership role in a philanthropy project, the literacy initiative, or become a function leader in one of the scholarship programs.

Action Item No 8.

President/Vice President

Encourage chapter representatives to serve on corporate committees.

Action Item No 9.

Treasurer

Financial reporting is 100% timely and the chapter operates under a balanced budget.

COMMUNITY

GOAL No. 3: Encourage Community Involvement

Strategy No. 1:

Responsibility

Effectively Communicate and Administer EWISP, ASIST & Dallas Chapter Relative’s Scholarship and Chapter Only Scholarship Programs

Action Item No 1.

B/C/DP

Improve efficiency in the administration of the scholarship programs process and in chapter record keeping for all scholarship programs.

Action Item No 2.

B/C/DP

Ensure the Scholarship Orientation program content for EWISP is up to date, concise, informative, and offers open dialogue for participants.

Action Item No 3.

B/C/DP

Work closely with communications committee and ORC Publicity Function Lead to increase publicity within the community in an effort to promote and gain visibility for all scholarship programs.

Strategy No. 2:

Responsibility

Focus on Greatest Community Need

Action Item No 1.

B/C/DP

Identify projects that offer EWI representatives and member firms the opportunity to make a positive impact in the community.

Action Item No 2.

B/C/DP

Organize and implement a minimum of one EWI Chapter sponsored community project encouraging all representatives and member firms to participate.

Action Item No 3.

B/C/DP

Participate in the annual corporate directed literacy project at a local and international level.

Overview of Strategic Plan

The Strategic Plan will be reviewed on a yearly basis and updated as necessary. The President-Elect will be chair of this function and will work with the current President on this review. The current President can appoint additional committee members, if desired.



Danielle Forney
2016-2017 President-Elect
Trinity Industries Inc.