

**Executive Women International®
Dallas Chapter
Strategic Plan
2011 – 2012**

**Executive Women International[®], Dallas Chapter
Strategic Plan 2011-2012**

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 contacting the Fortune 500 companies in our Metroplex (Exxon Mobil, Fluor, JC Penney, Atmos Energy, AT&T, Kimberly Clark, etc.) and by encouraging representative and executive referrals.

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. Have an online powerpoint orientation available to all new members who are unable to attend the scheduled chapter orientations. This orientation will be offered via conference call with these new members.

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.

Action Item No 4.

President/Vice President

Encourage the Membership Committee to continue to work with the classification codes for member firms with similar characteristics. Contact Executives who have objections to postings to discuss the importance of growing the chapter and explain the non-compete position. Continue to foster participation in member firm table hosting at each monthly meeting, coordinated by Sergeant at Arms.

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.

Strategy No. 2:

Responsibility

Seek Opportunities to Showcase Member Firms

Action Item No 1.

Program

Promote member firms through firm nights and hosted firm tables at monthly meetings.

Action Item No 2.

B/C/DP

Consider philanthropic activities for chapter participation that support the work of member firms dedicated to community service.

Action Item No 3.

Program

Encourage member firm participation whether by offering guest speakers from their firm or hosting monthly meetings.

Action Item No 4.

Fund Raising

The Fundraising committee will hold several fund raising events throughout the year, working and supporting our member firms, supporting our program committee enhancing our personal and professional development, and encouraging community involvement by all chapter members. Our committee fund raising goal for the year is \$20,000 - \$25,000. Events we are considering and/or planning are Gayle Rose Scholarship Golf Classic, Monte Carlo/Casino Night, a wine pull, and a fund raising event in conjunction with the Leadership Conference and Annual Meeting to be held in Dallas in September 2012. The fund raising committee will actively promote our member firms in the planning and implementation of these events.

Action Item No 5.

Communications

The communication 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

Promote EWI corporate webinars and emphasize the fact these events are available to the entire staff of each member firm. Activate the Mentor Program 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

Incorporate guest speakers, focusing on personal and professional development at monthly meetings.

Action Item No 3.

President/Vice President

Continue to promote the Academy of Leadership (AOL) through communication regarding AOL class opportunities. Promote the benefits of achieving Alumni status. This focus is a component of the Mentor Program and will assist members to follow a track until completion.

Action Item No. 4.

Secretary

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 first hand 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 in the *EWIConnect* keeping members informed of all upcoming professional development events.

The communication 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.

President/Vice President

Mentor Program implementation will allow members to enhance their leadership skills, increase their knowledge of EWI and more fully understand the benefits of membership. Encourage board members to mentor their co-chairs and committee members with the purpose of developing new leaders for future board terms.

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.

President/Vice President

Encourage committee chairs to develop co-chairs in the function and vision of their committees. Train and mentor with the goal to inspire leadership, commitment, and responsibility.

Action Item No 4.

Membership

Encourage membership committee members to attend at least one board meeting. Delegate organization of spring and summer new-member receptions to committee members.

Assign committee members to identify new prospective firms, assist calling for invitations, & to lead new-member orientation.

Action Item No 5.

Program

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

Action Item No 6.

Sergeant At Arms

Assign at least two committee members to the registration table and one or two committee members to meet and greet every member and their guest as they arrive at monthly meetings. This gives the committee members the opportunity to get to know our representatives and the firms they represent.

Assign a committee member to confirm two to three firm hosted tables for each chapter meeting. Welcome new members to sit at these hosted tables.

Maintain accurate attendance records and invoice receivables to keep past due meeting fees to a minimum.

Action Item No 7.

Communications

Promote leadership skills within the communication 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.

Members of the communication 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.

Action Item No 8.

B/C/DP

Encourage each committee member to take a leadership role in either a philanthropy project, or as a team lead in one of the scholarship programs.

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

Improve efficiency in the scholarship process and in chapter record keeping. Transfer documents and records to an electronic format which is easily accessible for future directors and committee members. Make a concerted effort to record email addresses in our EWISP and ASIST contact databases to improve efficiency in communications.

Action Item No 2.

B/C/DP

Design and present a new chapter only needs based scholarship program to the board for approval during this chapter year.

Action Item No 3.

B/C/DP

Ensure the Scholarship Orientation program content is concise, informative, and offers open dialogue for participants. Encourage committee members and board members to participate in the event and interact with all attendees.

Action Item No 4.

B/C/DP

Work closely with communications committee 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

Encourage all members to participate in a minimum of one EWI sponsored community project.

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 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.



Kathy Shannon Stone
Chair, Operations Review Committee
Baylor Health Care System Foundation

2011-2012 Operations Review Committee

Dee Ellison, Fidelity Press and Graphics, Inc.
Kathy Dodson, Ernst & Young LLP
Rosemary Fair, TXI
Janie Sandoval, The Dallas Breakfast Group
Karan Sills, Trinity Industries, Inc.
Sherry Andrus, Dallas Convention & Visitors Bureau
Carolyn Trechter, Sustaining

Benita D. Collins, Dallas Area Rapid Transit (DART), *Ex-Officio*