


NAWIC Strategic Plan Scorecard

Updated March 2019

Goal - Awareness			
The construction industry recognizes NAWIC, its chapters and its members contributing to the future success of the industry.			
Objectives:			
<ol style="list-style-type: none"> 1. Increase NAWIC recognition with employers and industry leaders. 2. Enhance support to chapters to achieve the goal. 3. Enhance member skills in achieving the goal. 			
Strategies: (■ - Task Force)	Status		
<ul style="list-style-type: none"> ■ Develop a national marketing plan - (Industry OutreachTF to develop RFP for outside marketing firm) (H) 	⊗		
<ul style="list-style-type: none"> ○ Develop a plan to maximize our website to communicate externally. (H) 	→		
<ul style="list-style-type: none"> ○ Participate in high visible, high traffic trade shows and provide presenters (women). Eventually will move to operational strategy. Develop yearly calendar & communication plan to members and partners. (M/H) 	→		
<ul style="list-style-type: none"> ■ Consider presenting Industry awards to companies consistent for promoting women in construction. (H) 	→		
Results Key:			
Accomplished ✓	On the right track →	Not accomplished ⊗	Clarification Needed 

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Goal - Education

NAWIC members will be widely recognized and valued for their knowledge and expertise in the construction industry.

Objectives:

1. Increase leadership development that effectively supports career skills.
2. Increase development of emerging professionals through education.
3. Achieve a premier mentoring program.

Strategies: (■ - Task Force)

Status

■ Determine the focus and direction of NAWIC education and training initiatives and charge the PD&E Committee with implementation. (L)	→
❖ PD&E Committee to develop a leadership tract for use in the workplace including outside NAWIC. (L)	⊗
■ NAWIC to bring value to member companies and receive value from association back to our members through leadership training initiatives, templates for education resources and marketable awards.(M)	⊗
○ Become more involved on other associations' committees (e.g. ABC and NCCER) and share their educational resources. Develop specifics on relationships. (M)	→
○ Negotiate and utilize relevant educational content from companies (e.g. Lorman, NEF, CFMA). (L)	→

Results Key:

Accomplished



On the right track



Not accomplished




Clarification Needed



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Goal - Infrastructure	
\$10 million in revenue within 3 years.	
Objectives:	
1. Develop a plan to increase the amount of non-dues revenue to have the resources needed to fulfill our vision.	
Strategies: (■ - Task Force)	Status
■ Hire an Executive with experience and enthusiasm to help reach revenue goals. - L	→
■ Review governance documents to allow for development of non-dues revenue stream. - H	→
○ Recruit volunteers who know how to market the NAWIC vision. - L	⊗
○ Utilize our networks to make it happen; including industry partners, chapters. - L	⊗
Results Key:	
Accomplished ✓	On the right track →
Not accomplished ⊗	Clarification Needed 

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Goal - Membership			
NAWIC will be a thriving organization reflecting the depth and breadth of women industry professionals.			
Objectives:			
1. Increase membership.			
2. Retain membership.			
Strategies: (■ - Task Force)	Status		
○ Study our existing membership types and trends and compare with external opportunities. (M/L)	→		
○ Partner with other industry associations to expand our reach/membership. (M/H)	→		
○ Creating and spotlighting deliverables - o Highlight current mentoring program Speakers Bureau, mentoring program (spotlight existing program), diversity presentations for large companies and other industry partners. (M)	→		
Results Key:			
Accomplished ✓	On the right track →	Not accomplished ⊗	Clarification Needed 