# 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:
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)

<table>
<thead>
<tr>
<th>Strategies</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop a national marketing plan - (Industry OutreachTF to develop RFP for outside marketing firm) (H)</td>
<td>❌</td>
</tr>
<tr>
<td>Develop a plan to maximize our website to communicate externally. (H)</td>
<td>→</td>
</tr>
<tr>
<td>Participate in high visible, high traffic trade shows and provide presenters (women). Eventually will move to operational strategy. Develop yearly calendar &amp; communication plan to members and partners. (M/H)</td>
<td>→</td>
</tr>
<tr>
<td>Consider presenting Industry awards to companies consistent for promoting women in construction. (H)</td>
<td>→</td>
</tr>
</tbody>
</table>

## Results Key:
- **Accomplished**
- **On the right track**
- **Not accomplished**
- **Clarification Needed**
### NAWIC Strategic Plan Scorecard

**Updated March 2019**

#### 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)

<table>
<thead>
<tr>
<th>Strategies</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Determine the focus and direction of NAWIC education and training initiatives and charge the PD&amp;E Committee with implementation. (L)</td>
<td>→</td>
</tr>
<tr>
<td>- PD&amp;E Committee to develop a leadership tract for use in the workplace including outside NAWIC. (L)</td>
<td>☒</td>
</tr>
<tr>
<td>- 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)</td>
<td>☒</td>
</tr>
<tr>
<td>- Become more involved on other associations' committees (e.g. ABC and NCCER) and share their educational resources. Develop specifics on relationships. (M)</td>
<td>→</td>
</tr>
<tr>
<td>- Negotiate and utilize relevant educational content from companies (e.g. Lorman, NEF, CFMA). (L)</td>
<td>→</td>
</tr>
</tbody>
</table>

#### Results Key:

- **Accomplished**: ✔
- **On the right track**: ➡
- **Not accomplished**: ☒
- **Clarification Needed**: 🔄
### NAWIC Strategic Plan Scorecard

**Updated March 2019**

#### 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 🔄
# NAWIC Strategic Plan Scorecard

## Updated March 2019

**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)**

<table>
<thead>
<tr>
<th>Strategies</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Study our existing membership types and trends and compare with external opportunities. (M/L)</td>
<td></td>
</tr>
<tr>
<td>Partner with other industry associations to expand our reach/membership. (M/H)</td>
<td></td>
</tr>
<tr>
<td>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)</td>
<td></td>
</tr>
</tbody>
</table>

**Results Key:**

- Accomplished ✓
- On the right track ➔
- Not accomplished ☠
- Clarification Needed 🔪