



## **NYS WOMEN, INC. STRATEGIC PLAN 2021 – 2024**

**MISSION:** To connect and build women personally, professionally, and politically.

**VISION:** To empower women to use their voices to create positive change.

**Goals of NYS Women, Inc. over the next three years are:**

### **MEMBERSHIP**

Recruitment & retention – increase membership growth by 5% each year and aim for stabilizing membership based on May 30<sup>th</sup> total each year.

- ❖ Train and/or strengthen all membership committees.
- ❖ Utilize membership materials on the State website.
- ❖ Increase diversity by better outreach to a more diverse segment of non-members.
- ❖ Improve internal/external communications to members through the use of the Communicator/Nike.
- ❖ Develop organization leaders – focus on younger members.

### **PERSONAL, PROFESSIONAL DEVELOPMENT PROGRAMS**

Review, enhance and bring relevancy to existing personal, professional development programs by June 2021 conference.

- ❖ Adapt personal, professional development programs for use at all levels.
- ❖ Educate officers and board members at every level.
- ❖ Promote use of ALL personal, professional development programs.

## **GOVERNANCE**

Analyze the Board and Regional organizational structures for efficiency, economy, and effectiveness. The President Elect reports to the membership the status of this analysis at the Fall and Spring meetings.

- ❖ Continue to simplify/update bylaws and MOI as necessary.
- ❖ Provide Board training for officers and Board members; ensure new and returning officers are trained and given tools to succeed.
- ❖ Explore methods to allow electronic voting and virtual meetings.

## **PUBLIC IMAGE/MARKETING**

Facilitate social media marketing opportunities monthly.

- ❖ Review and update the NYS Women, Inc. marketing plan.
- ❖ Develop state strategies for chapters to use – PR and media packets, news releases, etc.
- ❖ Improve visibility via increased media coverage, recognition of activities and of NYS Women, Inc. message.
- ❖ Expand networking/coalition building with like-minded groups.
- ❖ Protect logo – review use for uniformity on all products/materials.

## **PUBLIC POLICY/ADVOCACY**

Identify a minimum of two public policy advocacy issues by Fall Board – for example key issues for working women, other socio-economic issues that affect lives of women/families.

- ❖ Design, implement and evaluate a variety of advocacy tools using diverse perspectives.
- ❖ Achieve visibility in community for organization advocacy – for example encourage coalition building, use Women’s Equality Day to increase visibility; hold a Lobby Day in the regions/Albany.
- ❖ Educate and motivate members to develop skills on advocacy issues.

## **TECHNOLOGY**

Utilize technology in every aspect of the organization’s operations.

- ❖ Provide training on different technologies.
- ❖ Use website as a resource to current and new members.
- ❖ Promote the use of social media to grow the membership.

## **FINANCIAL**

Maintain good stewardships of organizations finances.

- ❖ Keep a balanced budget.
- ❖ Review contracts and financial guidelines annually.
- ❖ Encourage corporate sponsorships.

The Strategic Plan Committee would like to thank everyone that participated in putting together this plan for the future of NYS Women, Inc. over the last two years.

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