



NYS WOMEN, INC. STRATEGIC PLAN

2013-2016

Mission: To build powerful women personally, professionally, and politically.

Vision: To make a difference in the lives of working women.

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

Membership

Recruitment & retention - increase membership growth by 10% each year/aim for stabilizing membership at 93% based on May 30 total of the year prior

Develop/use membership materials - train and/or strengthen membership committees

Increase diversity - improve outreach to more diverse segment of non-members

Improve internal/external communications to current members

Train/develop organization leaders - focus on younger members

Professional/Personal Development Programs

Review and enhance existing programs/services to ensure development of professional/personal skills - identify any gaps in offerings

Adapt programs for use at region and chapter levels

Provide training for all officers & board members at every level re duties/responsibilities

Provide workshops/seminars at meetings for membership

Promote use of Youth leadership, Athena Society, Young and New Careerist programs

Governance

Continue to streamline organizational structure - examine for efficiency/economy/effectiveness

Continue to simplify/update bylaws and MOI when necessary

Provide board training for officers/board members - ensure new and returning officers are trained and given tools to succeed

Explore methods to allow electronic voting by members

Consider paid administrator to handle day-today business - examine costs, benefits, qualifications needed (RFP?)

Public Image/Marketing/Branding

Establish marketing objectives and target demographics - conduct membership survey

Clarify purpose/goals of the organization to meet needs of the membership

Protect Logo - use uniformly on all products/materials

Develop state strategies for chapters to use - PR & media packets, news releases, etc.

Improve visibility via increased media coverage and recognition of activities and message of NYS Women, Inc.; expand networking/coalition building with like-minded groups

Public Policy/Advocacy

Identify public policy/advocacy issues - key issues for working women, other socio-economic issues that affect lives of women/families

Design, implement and evaluate advocacy tools with diverse perspectives

Achieve visibility in community for organization advocacy - encourage coalition building, use Women's Equality Day to increase visibility; hold a Lobby Day in the regions/Albany

Train and motivate members on advocacy issues and develop skills to lessen discomfort with self-promotion

Avoid partisanship

Other key areas:

Technology: Continue to infuse technology in every aspect of the organizations operations; make training available re various forms of social media to members



Financial Resources & Stability: Conduct an operational analysis to determine areas of improvement related to services/costs; add corporate sponsors; develop fundraising ideas

The current Strategic Planning Committee would like to thank all the members who participated in the planning efforts over the past several years. In particular, we thank the initial facilitators who assisted including: Elissa Serfass, Helen Rico, Colleen Tyll, Maria Hernandez, Lucille Argenzia, Amy Kellogg and Vi McKaig, Pat Hendrickson, Kim Nowakowski, Carolyn Frazier and Sue Mager; as well as Neale Steiniger, Laurie Livingston, and Mary Ellen Morgan. We apologize if we've overlooked anyone. Countless others made suggestions along the way - we thank all of you!

Strategic Planning Committee - 2012-2013

Ramona L. Gallagher, Linda Costa, Linda Przepasniak and Linda Winston