



New York State Women Inc.

Strategic Plan

July 1, 2025 – June 30, 2030

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## **MISSION**

To connect and build women personally, professionally, and politically.

## **VISION**

To empower women to use their voices to create positive change.

## INITIATIVE #1 – MEMBERSHIP

### Goal

Develop a plan to retain the current members. Grow the general membership of the organization by a net of 10% each year.

### Strategy

Improve connection between State and Chapters, develop personalized communication, targeted benefits, and foster a strong sense of community.

### Actions

**Chapter Engagement** – Keeping in touch by sending emails to your members that haven't have been absent, sending a personal email inviting those not registered for meetings/events. Create member connections weekly by email which will showcase member events and other community women events. Have more of a community outreach by having a table at other local conferences/trade shows, partnering with other women organizations to host an event.

**State Engagement with Chapters** – An annual campaign will be developed by the State and paid for by State funds to help get the word out about NYSW Inc. to aid in the growth of all chapters. Develop online forums where State Committee Chairs have a monthly/bi-monthly or quarterly zoom meeting with all chapter chairs to better bridge the gap between State & Chapters. Create a Community Message Board that is member only where members can reach out to the entire membership for guidance/referrals/connections. Develop a Lunch & Learn where a member can sign up to host a 30min zoom on a specific topic they specialize in. This would be monthly between 12-12:30.

**Annual Conference** – Book a high value speaker that is paid by State funds and the members pay for registration/hotel costs. Then the following year, use our members as speakers, the State absorbs the registration cost and members only pay hotel costs. Alternate each year.

### Responsibility

NYSW Membership Chair, Chapter Membership Chairs, Conference Committee

### Measurement

Annual 10% increase of members

## INITIATIVE #2 - TECHNOLOGY

### Goal

Leverage Technology for Growth, Engagement, and Inclusion of the Organization

### Strategy

Improving online engagement and the exploration of innovative technologies have the potential to enhance the organization's operations, communication, and reach.

### Actions

**Provide training on different technologies-** There will be numerous trainings offered each year by the State to keep the Chapters and Regions included and apprised of new technology that can help them grow and obtain new membership while also portraying themselves to the best of their abilities to their communities. There will be feedback surveys sent out asking membership what type of technology or social media they would like to learn about. The workshops and trainings held will be recorded and placed on the website in an easily accessible spot.

**Use the website as a resource to current and new members-** The website will be a tool to reach out to members and prospective members with updates and a clearer image as to what the organization is and how it is best represented. There will be a brief training at the conference showing any members present how to best utilize the website and where to find things for their specific needs.

**Promote the use of social media to grow the membership-** Through the utilization of social media accounts (ex. Facebook, LinkedIn, etc.) we will promote the organization while creating engaging material to not only captivate current members, but also draw new ones to the organization. Encouraging local chapters to do the same as well as sharing the State's social media posts will also help to promote and grow the organization.

### Responsibility

This will be the responsibility of the Communications and Communications' Marketing/PR Subcommittee. The Executive Board will also be revisiting the plan periodically to ensure that this is upheld.

### Measurement

Through Meta Analytics and periodic surveys sent out to the membership.

## **Initiative #3 – Advocacy**

### **Goal Statement:**

Strengthen New York State Women, Inc.'s voice and influence on key issues affecting women in business and society through focused policy priorities, dynamic advocacy strategies, and active member mobilization.

### **Strategy:**

Establish NYS Women, Inc. as a recognized leader in women's advocacy by identifying impactful policy areas, forming strategic alliances, enhancing member engagement, and delivering coordinated actions at the local and state level.

### **Action Items, and Measurements:**

<b>Action Item</b>	<b>Measurement of Success</b>
Identify 3 platforms annually aligned with women's needs and mission	Platform approved and published on website annually
Conduct annual advocacy survey to gather member input and feedback	≥ 50% chapter participation in survey
Create an "Advocacy Toolkit" for chapters (talking points, call scripts, etc.)	Toolkit distributed to 100% of chapters
Train an "Advocacy Champion" per chapter to lead local efforts	≥ 80% of chapters have trained advocacy leads
Establish partnerships with 3+ like-minded advocacy organizations	Formal collaboration established with at least 3 partners

Publish quarterly “Advocacy in Action”  
updates to spotlight impact

≥ 4 updates per year shared with members  
and on social media

**Responsible: Advocacy committee, Board of Directors**

**Success Metrics Summary:**

- Annual increase in member advocacy engagement by 20%
- Adoption of at least one key focus platform annually
- Media mentions or public recognition as a women's advocacy leader
- Growth in partnerships with allied organizations
- Member satisfaction with advocacy efforts (based on annual survey)

## **Initiative #4 - Leadership & Development**

### **Goal:**

Design and implement effective programs to promote growth for members personally and professionally. Programs will be designed to benefit women in all stages of life, career, and will be beneficial in any profession.

### **Strategy**

Partner with subject matter experts to facilitate and structure curriculums to promote growth and expand skill sets of participants, Program times will be as convenient as possible while being respectful to participants time.

### **Actions**

**Assessment & member input.** Assess member needs through surveys and feedback. Reach out to chapter leadership to solicit feedback from their members and prioritize most requested topics.

**Program Development.** Partner with subject matter and industry experts to design engaging curriculums. Tailor tracks for young professionals, mid-career professionals, and community leaders. Implement subjects that will benefit women in all stages of life and all professions.

**Monitor Program Effectiveness.** Participants brief surveys at the end of each program to measure facilitator effectiveness, program success, and solicit feedback. Programs will evolve based on feedback from participants and program enrollments.

### **Responsibility**

This will be the responsibility of the Personal/Professional Development Committee with guidance from the Executive Committee. A report will be given to the Executive Committee monthly and will present progress at the Fall and Spring board meetings to ensure accountability and progress.

### **Measurement**

**Advertisements and Communication.** Programs will be advertised on social media platforms and the website. Communication will be sent to members and chapter leadership will be encouraged to discuss during chapter meetings. Effectiveness will be measured by number of program enrollments.



**Program Engagement and Effectiveness.** Level of engagement and program effectiveness will be measured from surveys that will be taken at the end of each program.

**Program Growth and Expansion.** Programs will evolve based on participant feedback and number of enrollments. Program growth will be based on comparing the number of enrollments. To cultivate a dynamic community of empowered women leaders by providing members with comprehensive opportunities for personal and professional growth, equipping them with essential skills and knowledge to excel in their careers and communities.

## Initiative #5 – MARKETING & PUBLIC RELATIONS

### Goal

Utilize Marketing Strategies to the Organization's Advantage

### Strategy

A renewal of the current marketing plan will ensure that the organization is using and dispersing all marketing resources to best help the organization grow and spread.

### Actions

**Review and update the NYS Women, Inc. marketing plan-** Review the current marketing plan and discuss what is working and what isn't serving the organization. Removal and/or adaptation of the items not working will help to correct the trajectory of the marketing plan to best serve the current organization and the future of the organization.

**Develop state strategies for chapters to use – PR and media packets, news releases, etc.-** Create a comprehensive plan that helps the membership with implementing the approved PR policies. This will help all Chapters and Regions to work as a cohesive unit while appropriately portraying the organization as a whole. The PR/Media packets will allow members of varying skill sets to be able to accomplish the goal of their Chapter/Region while still maintaining the integrity and image of the organization.

**Improve visibility via increased media coverage, recognition of activities and of NYS Women, Inc. message-** Review past media coverage and styles the organization has used. Revisit what worked for the organization and what did not. Begin to implement media coverage for events in the styles that worked advantageously in the past.

**Expand networking/coalition building with like-minded groups-** Utilize social media to promote and partner with other organizations within NYS as well as organizations that branch across the United States that align with the mission and vision of the organization. Work on the potential to promote an event together with another organization to help bridge the gap between the current memberships while promoting, and in some instances, introducing the organization in the local communities throughout NYS.

**Protect logo, review use for uniformity on all products/materials-** State will provide appropriate logo for use on all promotional materials, items for sale, and Chapter/Region materials. The logos currently housed on the website will be shown to the current Chapter/Region board members for their utilization. Uniformity across the organization is imperative to ensure all PR compliance is upheld. Periodically, social media pages for individual Chapters will be checked to ensure the logo is within compliance for the organization.

### **Responsibility**

This will be the responsibility of the Communications' PR/Marketing Subcommittee. The Executive Committee should be apprised of all changes/updates to the marketing plan as well as any verbiage/vision changes. The Executive Committee has the discretion to help modify and implement the new marketing/PR/social media plan.

### **Measurement**

Periodic surveys will be sent to the membership to gauge what materials are helpful and what they would like to see more of. Any promotional materials provided by the State level will be replenished upon request.

**END OF THE STRATEGIC PLAN**