

NAWIC Strategic Plan

2018-2019

Core Purpose

To enhance the success of women in the construction industry.

Core Values

- Belief in ourselves as women
- Perseverance
- We dare to move into new horizons

Big Audacious Goal (BAG) or Vision

The association that positions women to influence the direction of the construction industry.

Vivid Description

Women are respected leaders actively contributing to the growth and success of the construction industry. The number of women in the industry continues to grow because it is viewed as an attractive career option. Recognized as an industry leader, other organizations turn to NAWIC for guidance and expertise causing the association to strategically choose their collaborative partners. Employers encourage their workers to seek education and training from NAWIC because of the proven link to professional success. Membership in NAWIC provides opportunities for mentoring, networking, leadership development, skill advancement and learning about the latest industry trends. Belonging to the association is a “must” for all women desiring to grow and succeed as leaders within the construction industry.

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:

- Develop a national marketing plan.
- Develop a plan to maximize our website to communicate externally.
- Participate in high visible, high traffic trade shows and provide presenters (women).
- Consider presenting Industry awards to companies consistent for promoting women in construction.

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:

- Determine the focus and direction of NAWIC education and training initiatives and charge the PD&E Committee with implementation.
- PD&E Committee to implement a virtual NAWIC leadership book club.
- PD&E Committee to develop a leadership tract for use in the workplace including outside of NAWIC.
- NAWIC to bring value to member companies and receive value from association back to our members.
- Become more involved on other associations' committees (e.g. ABC and NCCER) and share their educational resources.
- Negotiate and utilize relevant educational content from companies (e.g. Lorman and CFMA).

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:

- Hire an Executive with experience and enthusiasm to help reach revenue goals.
- Review governance documents to allow for development of non-dues revenue stream.
- Recruit volunteers who know how to market NAWIC vision.
- Utilize our network to make it happen; including industry partners, chapters.

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:

- Study our existing membership trends and compare with external opportunities.
- Partner with other industry associations to expand our reach/membership.
- Creating and spotlighting deliverables – i.e. speakers bureau, mentoring program.