WOMEN OF AQUATICS, NFP
Strategic Plan
(2018-2021)

Mission & Vision
Together we promote all women of aquatics, now and in the future, through inspiration and support to continually pursue their ambition and potential both professionally and personally.

Values
- Celebrate & Inspire
- Challenge the Status Quo
- Promote Community

Areas of Focus
- Career Advancement
- Continuing Education
- Work-Life Balance
- Health & Wellness

Introduction/Background
Historically, the aquatics industry has been a male dominated atmosphere, and in many ways this still holds true. An opportunity was identified by a small group of women that attend industry conferences and events to create a network that would support the professional women currently active in aquatics, as well as to encourage students and younger women beginning their careers. The opportunity was seen as a vehicle to not only encourage women to continue participating, but also to increase their involvement to enhance their professional life, provide advancement opportunities and achieve personal fulfillment.

A casual discussion in 2014 led to several organized meetings in 2015 and 2016 where information was gathered from diverse groups of women involved in aquatics regarding challenges in the workplace, opportunities for greater success, and the desired benefits of membership in an organization should this idea be taken further than simple networking. It was decided by informal vote that Women of Aquatics (WOA) would become a professional organization. The initial goals of the group were to create a mission statement, to establish a board of directors, and to become an official nonprofit organization. These objectives were met by March, 2017.

Strategic Goals and Objectives
The primary goal of WOA is to support the Mission and Vision of the organization through actions that honor WOA’s values. Specifically, this includes developing initiatives within the areas of focus of Career Advancement, Continuing Education, Work-life Balance, and Health and Wellness.
GOAL 1: ORGANIZATIONAL COLLABORATION
Key Outcome: To provide consistency and value to WOA membership and programs

OBJECTIVE 1.1 Maintain organization structure to oversee WOA Strategic Plan
ACTION STEPS:
1. Maintain a board of directors
2. Develop a strategic plan
3. Identify a committee structure to oversee membership, communication and ongoing strategic action in line with WOA’s Mission and Vision
4. Identify, as needed, liaisons to represent WOA with other interest and focus groups

OBJECTIVE 1.2 WOA Communications and Updates
ACTION STEPS:
1. Develop and maintain a website
2. Develop and maintain social media presence
3. Produce a quarterly newsletter that goes out to the WOA membership and community
4. Develop a public service announcement to engage and provide other groups with WOA information, events and announcements
5. Have a sharing forum on topics or current issues in the aquatics field

OBJECTIVE 1.3 Develop a Fundraising and Sponsorship Program
ACTION STEPS:
1. Develop and maintain a sponsorship program
2. Develop an affiliate membership
3. Create opportunities and host events to fundraise for WOA programs

GOAL 2: CAREER ADVANCEMENT
Key Outcome: To provide WOA members with opportunities to improve and advance their careers

OBJECTIVE 2.1 Develop a Peer Mentoring Program
ACTION STEPS:
1. Develop an overview document explaining the peer mentoring program
2. Maintain a current specialized membership directory to identify WOA members interested in the program and utilize for pairing mentors/mentees
3. Develop a core recommended relationship structure for program participants
4. Provide guidance and training for program participants

OBJECTIVE 2.2 Facilitate networking and job-building capacity
ACTION STEPS:
1. Maintain a specialized membership directory
2. Host a web forum to facilitate communication within WOA membership
3. Provide links to job postings and internship opportunities
4. Provide professional training opportunities for women participating in WOA events
OBJECTIVE 2.3 Improve WOA participation in local, regional, and national aquatics events

ACTION STEPS:
1. When feasible, provide fiscal assistance to WOA member(s) to attend conferences, workshops, continuing education opportunities, etc.
2. Keep a current calendar of events on the website and provide information on upcoming aquatics conferences and other related events
3. Conduct organized WOA meetings at regional and local events

GOAL 3: CONTINUING EDUCATION
Key Outcome: To provide WOA members with opportunities to further their education in support of their professional and personal ambitions

OBJECTIVE 3.1 Increase opportunity for WOA members to participate in education events

ACTION STEPS:
1. When feasible, provide fiscal assistance to WOA member(s) for continuing education opportunities
2. Keep a current calendar of events of local, regional and national continuing education opportunities
3. Seek opportunities such as workshops, camps and events to encourage youth in environmental sciences

GOAL 4: HEALTH & WELLNESS/WORK-LIFE BALANCE
Key Outcome: To improve overall wellness of WOA membership

OBJECTIVE 4.1 Provide opportunities for WOA members to improve wellness and productivity

ACTION STEPS:
1. Identify and promote local events that relate to health and wellness
2. Use social media to share articles, events and other related information on the topic of health and wellness/work-life balance
3. Include health and wellness/work-life balance tips and/or short articles in quarterly newsletter
4. Create and participate in wellness events fundraising for and/or on behalf of WOA