



Terri O'Neal Ford, Ph.D. Action Plan - Office of the President



FINANCE

- **Achievements:**
 - Secured first \$10,000 sponsorship for 85th National Convention; obtained a forensic accountant to review practices currently in use; learned of journal entry issues; Personal contribution of \$1,250 and \$194 monthly supporting our giving campaign
- **Unmet Goals:**
 - Increase unrestricted funding streams (reliance on dues remains); Limited progress in HQ rental income despite repairs.
- **Next Steps:**
 - Work through phased dues increase (\$19.35 in all membership category over next 3 years (2025-2027); HQ up to standards to increase operational income; continue with funding campaigns annually.

Membership:

- **Achievements:**
 - Hosted "Let's Talk" sessions to address member concerns; Engaged younger members through targeted initiatives.
- **Unmet Goals:**
 - 5% membership increase per district not fully achieved; Retention rates remain stagnant, especially among younger members.
- **Next Steps:**
 - Re-ignite National Director of Young Adult Affairs to improve outreach; Implement quarterly recruitment drives across districts; continue incivility awareness training.

Operational Excellence:

- **Achievements:**
 - Implemented Asana (a management software) to track key initiatives; Addressed mold issues at HQ to prepare for leasing; forensic accountant protocols outlined.
- **Unmet Goals:**
 - Delay in HQ leasing agreements despite repairs; aging HQ valued at \$1.5M will need constant repair to produce income.
- **Next Steps:**
 - Develop a comprehensive HQ leasing strategy with clear timelines; HQ to offer meeting space rentals on unoccupied floors.

Programming:

- **Achievements:**
 - Launched Femme Force to support NAICS certifications; Advanced Business Women's Council plans for the 85th National Convention.
- **Unmet Goals:**
 - Retreat from awareness campaigns to fundable programs remains incomplete; need paradigm shift aligned with L.E.T. , our mission and vision.
- **Next Steps:**
 - Solicit and Introduce innovative fundable programs focused on leadership, entrepreneurship and technology.

Marketing:

- **Achievements:**
 - Personal investment in social media support (\$150/month); Hosted open house to reintroduce HQ to the DC community and to launch FemmeForce Initiative.
- **Unmet Goals:**
 - Lack of consistent branding and visibility across all levels of our Association.
- **Next Steps:**
 - Secure external marketing assistance for national campaigns.



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ADDRESSING ORGANIZATIONAL CHANGE

- **Aging Membership:** Work with National 1st Vice-President to introduce targeted programming to resonate with older and younger members and needs of the business and professional community.
- **Declining Membership:** Offer innovative strategies for recruitment and retention, emphasizing professional development and more.
- **Funding Limitations:** Develop fundable programs aligned with grant priorities; conduct grant forecast aligning with FemmeForce.
- **Programming Misalignment:** Ensure alignment with funders' priorities while maintaining core values of our Association.

FIRST 100 DAYS

- **Solidify steps to adopt NANBPWC, Inc., strategic plan document.**
- **Board Retreat; PD Fall 2025 in D.C., during Black Women's Agenda weekend & Congressional Black Caucus; host networking at HQ.**
- **Continue with review of Action Plan of incoming Board members to remain current and on track.**
- **Finalize proposals for phased dues increase if approved by the Body at 85th National Convention.**
- **Launch recruitment for members aged 21-35 and appoint a Young Adult Affairs position.**
- **Secure external marketing consultant and develop a dues-increase communication plan.**

18 MONTHS

- Utilize HQ to highlight flagship programs like the NANBPWC, Inc., Business Women's Council and NANBPWC, Inc., Yellow Couch Podcast Series.
- Host intergenerational workshops; HQ to be rented as meeting space/co-working space for small businesses on unoccupied floors.
- Execute plan for a profitable 86th National Convention.
- Strengthen retention strategies and mentorship opportunities.
- Secure long-term sponsorship commitments with economic partners.
- Achieve 3% membership growth and secure two major corporate sponsors.
- Complete leadership training programs in all six districts.

24 MONTHS

- **Maintain 3%-5% annual membership growth and refine intergenerational strategies.**
- **Transition HQ into a fully utilized revenue-generating asset (programmatic focus).**
- **Align future strategic plans with 2025-2027 goals for sustained impact.**
- **Obtain a minimum of 3 major corporate sponsors who promote the interest of African American business and professional women.**
- **Achieve \$25,000 in unrestricted funding through dues and sponsorships.**

MEASURING SUCCESS

- **Membership Growth:** Track quarterly increases and retention rates to achieve a 5% annual growth per district.
- **Financial Health:** Monitor unrestricted funds, sponsorships, and rental income monthly through a financial dashboard.
- **Program Impact:** Assess success using event attendance, feedback, and certifications achieved.
- **Timeline Milestones:** Evaluate progress against benchmarks at 90 days, 180 days, 1 year, 18 months, and 24 months.
- **Continuous Evaluation:** Conduct bi-monthly reviews and adjust strategies based on data and member feedback.
- **Cross-Collaborations:** Review and pivot where needed the Action Plan of Executive Committee Members.