NATIONAL STRATEGIC PLAN: FOR OUR SUCCESS

SESSION 9 | MARCH 25, 2020

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DISCLAIMER

This presentation has been prepared for the National Association of Women in Construction and will be recorded and utilized for training purposes.

It will be posted on the National website:
Members Center – Education – Webinars

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This series is OPEN to any NAWIC member.
THE PROCESS

1) NAWIC has changed the culture of the construction industry by increasing our global footprint.

2) NAWIC has increased the visibility of women in the construction industry through authentic inclusion, diversity and championing our members.

3) NAWIC has become the leader for women in construction.

4) NAWIC is firmly established as a vital resource through collaboration and cooperation with key partners in the construction industry.
CORE PURPOSE

TO STRENGTHEN AND AMPLIFY THE SUCCESS OF WOMEN IN THE CONSTRUCTION INDUSTRY
CORE VALUES

- Women-focused
- Courageous leadership
- Commitment to inclusion and growth
- Anticipate change
The association committed to championing women to impact the direction of the construction industry. NAWIC provides education, community and advocacy for women.
ENVISIONED FUTURE

- Women’s contributions to the construction industry are recognized and sought after. Women’s leadership results in industry growth and success. Women receive compensation equal to all within the industry. NAWIC is identified as THE resource for female leadership, with members recognized for their expertise and commitment.
GOAL: MEMBERS

- NAWIC members have increased opportunity, visibility and influence through the skills and expertise developed through the association.
OBJECTIVES

- Increase visibility for NAWIC members
- Increase opportunity and demand for NAWIC members
- Increase influence of NAWIC members because of the skills and talents developed through NAWIC
STRATEGIES

- Develop a national marketing plan (Task Force)
- Create an onboarding plan to engage new members (Committee Work: National Membership & Marketing)
- Collect data available that will demonstrate the business case for diversity (create Task Force)
- Create an (accredited) leadership development program, NAWIC and career focused (create Task Force)
GOAL: INDUSTRY

- The industry is a safer and more productive place to work for everyone. It is reflective of the general population, with a more authentic, inclusive, and diverse voice.
OBJECTIVES

- Improve industry safety
- Promote diversity in the industry
- Develop and strengthen partnerships with companies and aligned organizations
STRATEGIES

- Continue to strengthen OSHA Alliance
- Collect data available that will demonstrate the business case for diversity (create Task Force)
- Partner with other associations and entities for training and certification (Now an office procedure working on renewing partnerships with help of the NAWIC President.)
- Create special interest groups
- Develop outreach to trades and industry (Task Force)
GOAL: WOMEN IN CONSTRUCTION

- Women are recognized as essential to the viability of the construction industry, providing leadership and technical expertise, while championing inclusivity and ushering collaboration forward to expand the industry.
OBJECTIVES

1. Decrease bias and discrimination in the workplace
2. Increase training availability
3. Develop and promote networking opportunities for women in construction
STRATEGIES

- Collect data available that will demonstrate the business case for diversity (create Task Force)
- Create and spotlight deliverables such as speakers’ bureau, diversity presentation and mentoring program (Create Task Force)
- Create an accredited leadership development program, NAWIC and career focused (create Task Force)
- Develop programs for different generations and different career stages
GOAL: NAWIC

- NAWIC will be a thriving organization reflecting the depth and breadth of women industry professionals
**OBJECTIVES**

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<thead>
<tr>
<th>Increase</th>
<th>membership</th>
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<tbody>
<tr>
<td>Increase</td>
<td>available resources (time and money)</td>
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<tr>
<td>Increase</td>
<td>marketing to elevate awareness of NAWIC</td>
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STRATEGIES

- Develop a national marketing plan (Task Force)
- Identify sources of non-dues revenue and develop an action plan to implement (Task Force)
- Development a national sponsorship program
- Create onboarding plan to engage new members (Committee Work: National Membership & Marketing)
- Target cities for chapter expansion (Reposition Task Force into a committee)
What's next?
It shouldn’t take 30 minutes to schedule a 30-minute meeting. Book meetings faster with the smart scheduling power of Doodle.