NAWIC STRATEGIC PLAN SUMMARY

BOARD MEETING PRESENTATION SUMMARY
BASED ON THE STRATEGIC PLANNING SESSION OUTCOMES.

NAWIC
The National Association of Women in Construction

STRATEGIC FOCUS

Financial Stability

The planning session produced four outcome areas designed to strengthen retention, partnerships, education value, and chapter operations.

Board Role

Clear the path, align decisions, and communicate wins.

CEO Role

Create implementation plans, execute, report progress, and raise roadblocks.

The Four Defined Outcomes

What success should look like over the next three years.

1. Retain Members

NAWIC has an effective strategy that is successful in retaining members.

2. Grow Partnerships

NAWIC consistently grows diverse and sustainable industry partnerships.

3. Grow Value Proposition

NAWIC offers high-quality education and resources to develop opportunities that directly benefit the industry.

4. Strengthen Chapters

NAWIC has well defined standards and relevant trainings that support consistent and effective chapter operations.

How Success Will Be Measured

Objective success metrics tied to outcomes.

1. Retention

Member retention rate.

2. Partnerships

Number/type of partnerships and sponsorship dollars

3. Participation

Participation rates in education programs.

4. Chapter Operations

Chapter audit results

Next Steps

Establish Baselines

- CEO: Gather and report baseline metrics for each strategic plan outcome

Implementation Plan

- CEO: Create and execute implementation plan with milestones for each strategic plan outcome.

Remove Roadblocks

- Board: Remove roadblocks that interfere with strategic plan progress.

Track Progress

- CEO: Report progress to the board. Board: Stay informed on strategic plan progress.

Communicate

- Inform members about strategic plan items and progress.

FINAL RECAP

NAWIC Strategic Focus: Financial Stability

Strategic Outcome		Success Metric	Baseline Data
1	NAWIC has an **effective strategy** that is successful in retaining members.	Member retention rate	
2	NAWIC consistently grows diverse and sustainable **industry partnerships**.	Number/type of partnerships and sponsorship dollars	
3	NAWIC offers **high-quality education and resources** to develop opportunities that directly benefit the industry.	Participation rates in education programs	
4	NAWIC has **well defined standards and relevant trainings** that support consistent and effective chapter operations.	Chapter audit results	

Current Initiatives	Related Outcome	Status	Due
Global Affiliates Taskforce	Industry Partnerships	In Progress	Nov-26
Mentor certificate taskforce	Education	In Progress	Feb-27
Hire membership manager	Membership	In Progress	Dec-26
Review of Section 2 in conjunction with Section 3	NAWIC Standards	In Progress	Dec-26
Develop national professional development engagement strategy	Education	In Progress	Ongoing
Conduct market analysis for industry trade show involvement/outreach	Industry Partnerships	In Progress	Feb-27
Align national operations and volunteer efforts with strategic plan	ALL	In Progress	Jun-27
Develop leadership transition plan	NAWIC Standards	In Progress	Jun-27