# NAWIC STRATEGIC PLAN 2021-2022

**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

**Mission Statement:**

*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.

# NAWIC STRATEGIC PLAN – GOALS

# 2021-2022

**GOAL: Members**

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

## OBJECTIVES:

1. Increase visibility for NAWIC members
2. Increase opportunity and demand for NAWIC Members
3. Increase Influence of NAWIC members because of the skills and talents developed through NAWIC

**STRATEGIES:**

1. Create onboarding plan to engage new members
2. Create a leadership development program for chapters - *NAWIC focused*
3. Create a leadership development program - *Career focused*
4. Increase regional directors’ leadership skills and develop support positions
5. Develop a comprehensive Region Conference Planning Program packet that can be used by all Regions

# 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:

1. Improve industry safety
2. Promote diversity in the industry
3. Develop and strengthen partnerships with companies and aligned organizations

**STRATEGIES:**

1. Collect data available for diversity study
2. Partner with other association and entities for training and certification
3. Develop best practices for hiring and retaining female employees
4. Outreach with partners, industry, trades, and other associations
5. Strengthen communication and relations for Global Affiliations and Partners

# 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:**

1. Create and spotlight deliverables such as speaker's bureau
2. Create a leadership development program - *Career focused*
3. Develop programs for different generations and different career strategies

# GOAL: NAWIC/Infrastructure

NAWIC is known in the industry as key to professional success, resulting in increased demand for programs, increased membership, increased revenues, and increased opportunities

## OBJECTIVES

1. Increase membership
2. Increase available resources (time and money)
3. Increase marketing to elevate awareness of NAWIC

**STRATEGIES:**

1. Identify sources of non-dues revenue and develop action plan to implement
2. Develop national sponsorship program
3. Target cities for chapter expansion
4. Develop a business continuity plan
5. Create procedures for proposing possible grants to the Board