NAWIC Silicon Valley Strategic Planning

NAWIC Silicon Valley, CA

April Vicchrilli, Strategic Plan Chair

Presented to FY ‘22 and ‘23 Board of Directors

September 7, 2022

NAWIC
The National Association of Women in Construction
Silicon Valley, CA

Background

- FY ’23 Board Members reviewed the National strategic plan and developed this Chapter Strategic Plan
- Core Values for the chapter were identified
- Chapter Goals were identified that align with National’s goals
- The committee structure was reorganized
  - Alignment with National’s committee structure
  - Provide accountability to achieve better outcomes

NAWIC 2021-2022

- 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 contribution 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 2021-2022

CORE PURPOSE:
To strengthen and amplify the success of women in the construction industry

CORE VALUES

NAWIC National	NAWIC Silicon Valley
Women-focused	Networking: Both Professionally and Socially
Courageous leadership	Professional and Personal Growth
Commitment to inclusion and growth	Supportive, Inclusive and Safe Environment
Anticipate change	Commitment to Promote Industry Education

Category	National Goal	Chapter Goal Ideas	Timeframe 1, 3, or 5 years
Members	NAWIC members have increased opportunity, visibility and influence through the skills and expertise developed through the association.	• Develop skills of members through Subject Matter Expert resource list (other members) • Leadership or personal development book series (Angie has cliff's notes version resource) • Kick-off mentorship program • Buddy System → Mentorship Program	Year 1, update annually Year 1-… 4 per year Year 2-… Year 1

Committee Involvement	
	Diversity, Equity and Inclusion
☑	Emerging Professionals
☑	Membership
	Marketing and Communications
☑	Professional Development and Education
	Safety & Health
	WIC Week
	Fundraising and Community Service

Category	National Goal	Chapter Goal Ideas	Timeframe 1, 3, or 5 years
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.	Promote inclusivity, group bonding and confidence through chapter activities. A place for everyone in our chapter – opportunities to serve through committees Member highlights in newsletter and/or during WIC Week	Years 1-… Years 1-… Years 1-…

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☑	WIC Week
☑	Fundraising and Community Service

Category	National Goal	Chapter Goal Ideas	Timeframe 1, 3, or 5 years
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.	Members will understand project lifecycle Members will understand the different fields and players in the construction industry. Sponsor annual fundraiser to benefit local community Sponsor NEF Design Drafting Sponsor Block Kids	Years 1-2 Years 3-4 Years 1-… Years 2-… Years 1-…

Committee Involvement	
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	WIC Week
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Category	National Goal	Chapter Goal Ideas	Timeframe 1, 3, or 5 years
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.	Promote NAWIC Certifications in newsletter and at membership meetings	Years 1-…
		Promote skill-specific training	Years 3 & 4
		Double Membership!	Within 5 years
		Increase meeting attendance to 50% voting members Increase meeting attendance to 75% voting members	Years 1 & 2 Years 2 & 3
		Increase committee participation by filling all vacant positions	Years 1-…
		Hold annual fundraiser (e.g. Crab Feed)	Years 1-…
		Sponsor Fall Conference or Spring Forum	Fall 2024 or Spring 2025

Committee Involvement	
☐	Diversity, Equity and Inclusion
☑	Emerging Professionals
☑	Membership
☑	Marketing and Communications
☑	Professional Development and Education
☐	Safety & Health
☐	WIC Week
☐	Fundraising and Community Service

NAWIC Silicon Valley Committees

- Diversity, Equity and Inclusion (Becky)
  - Inspiration (Misha/Donna)
  - Secret Sister (Laura)
  - Sunshine (Judy/Brenda)
  - Holiday Dinner (Brenda)
- Emerging Professionals* (Brenda)
  - Mentorship Program (Laura/Shawna)
  - Scholarship (Brenda)
- Membership* (Laura/Shawna)
  - Recruitment
  - Installations
  - Charter Dinner (Donna S)
- Marketing and Communications* (April)
  - Newsletter
  - Photographer (Manuela)
  - Historian
  - Website
  - Social Media
  - Event Flyer
  - Event Registration
- Professional Development and Education (PD&E)* (Pam/Alyanna)
  - General Meeting Organization (speaker, location, food, set up, check-in)
  - High School Trade Outreach
  - NEF Block Kids
  - NEF Design Drafting (Brenda)
- Safety & Health* (OSHA) (Ashley)
- WIC Week (Misha/Monica)
- Bylaws (TBD)
- Strategic Planning (Angie/April)
- Fundraising and Community Service (Monica)
  - Fundraiser (Ways and Means event)
  - Fundraiser (for community)
  - 50/50 Raffle (Brenda / Monica)
  - Sponsorship (Donna)

*NAWIC National Handbook Available