

# **NAWIC Strategic Plan**

## **Approved August 20, 2016**

### **Core Purpose**

To enhance the success of women in the construction industry.

### **Core Values**

- Belief in ourselves as women
- Perseverance
- We dare to move into new horizons

### **Big Audacious Goal (BAG) or Vision**

The association that empowers women to influence the direction of the construction industry

### **Vivid Description**

Women are respected leaders actively contributing to the growth and success of the construction industry. The number of women in the industry continues to grow because it is viewed as an attractive career option. Recognized as an industry leader, other organizations turn to NAWIC for guidance and expertise causing the association to strategically choose their collaborative partners. Employers encourage their workers to seek education and training from NAWIC because of the proven link to professional success. Membership in NAWIC provides opportunities for mentoring, networking, leadership development, skill advancement and learning about the latest industry trends. Belonging to the association is a “must” for all women desiring to grow and succeed as leaders within the construction industry.

### **GOAL: Awareness**

Employers will recognize the value of NAWIC membership and participation for their employees.

### **Objectives:**

1. Enhance marketing efforts.
2. Increase value to employers.
3. Increase media exposure.

### **Strategies:**

- Go outside of NAWIC for professional marketing help.
- Survey large national employers (include non-members) to ascertain the top education and training issues for women employees.
- Increase social media activity.
- Contact Industry specific publications to contribute articles.
- Participate in high visible, high traffic trade shows and provide presenters (women).
- Consider presenting Industry awards to companies consistent for promoting women in construction.

## **Goal: Education**

NAWIC members will be widely recognized and valued for their knowledge and expertise in the construction industry.

### **Objectives:**

1. Increase leadership development that enhances career skills.
2. Increase participation with other construction industry associations.
3. Increase partnerships with other educational groups.

### **Strategies:**

- Determine the focus and direction of NAWIC education and training initiatives and charge the PD&E Committee with implementation.
- Utilize our CURT membership.
- Become more involved on other associations' committees (e.g. ABC and NCCER) and share their educational resources.
- Negotiate and utilize relevant educational content from companies (e.g. Lorman and CFMA).

## **Goal: Infrastructure**

NAWIC will be structured, governed and aligned to maximize financial, staff and volunteer resources to meet our goals.

### **Objectives:**

1. Decrease demand for members' time.
2. Reduce barriers to leadership participation at all levels.
3. Increase evaluation of effectiveness at all levels (chapter and national).

### **Strategies:**

- Establish effective leadership training program.
- Develop assessment tools for all levels of NAWIC.
- Evaluate time/dollar commitment for participation at chapter/regional events.
- Conduct regular member surveys to determine member preferences.
- Establish a system for regular data collection and analysis.
- Review governance documents.

## **Goal: Membership**

NAWIC will be a thriving organization of women industry professionals.

### **Objectives:**

1. Increase membership.
2. Increase opportunities to promote the choice of construction as a viable career choice for women.
3. Decrease barriers to membership engagement and participation.

### **Strategies:**

- Conduct market research to inform targeted marketing approaches.
- Adapt existing products/services to multiple generations; vary distribution methods of same content (e.g. webinars, badges).
- Research demographic data.
- Study our existing membership types and trends.
- Provide mentoring opportunities.
- Serve as role models to others through human interest stories, speakers bureau, etc.
- Evaluate AMEC offerings and format.
- Collaborate with other industry associations.