

**EXECUTIVE WOMEN INTERNATIONAL
DENVER CHAPTER**

Revised 6/7/06

STRATEGIC LONG-RANGE PLAN 2006-2011

GOAL	OBJECTIVES / ACTION PLANS	RESPONSIBILITY	TIMELINE
ORIENTATION OF EXECUTIVES AND REPRESENTATIVES	Improve Executive's knowledge of EWI <ul style="list-style-type: none"> ▪ Emphasize importance of providing potential new representatives and executives with proper information during recruitment process ▪ Outline firm's responsibilities ▪ Emphasize different "minor" classifications within same "major" classification ▪ Send new Execs and Reps welcome letter during first month of membership, along with list of member firms. 	Membership Director Membership Director Membership Director Orientation Chair	Ongoing 2004/Ongoing Ongoing 2004/Ongoing
	Improve Representative's knowledge of EWI <ul style="list-style-type: none"> ▪ Require new representatives to attend Orientation session before introduction to membership. ▪ Assign a mentor to each new representative for the first six months of membership ▪ Revise Orientation manual and include in membership packets ▪ Encourage new representatives to promote their company through a <i>Pulse</i> article ▪ Assign new Representatives to active committees ▪ Conduct Exit Interviews to use for future planning and retention 	President/Orientation Chair Orientation Chair Orientation Chair Membership/Publication President Membership Director	Ongoing Ongoing Ongoing Ongoing Ongoing
PROGRAMS	Assert value of networking within the organization <ul style="list-style-type: none"> ▪ Develop meeting activities in which representatives discuss networking successes ▪ Provide assigned seating at occasional meetings during the year ▪ Assign one representative to be host at each table to insure everyone is introduced and table-wide discussions take place 	Program Director Program Committee Program Committee	Ongoing Ongoing Ongoing
	Professional/Personal Development <ul style="list-style-type: none"> ▪ Provide motivational speakers with messages of interest to women ▪ Cover women's issues; i.e., financial, health, etc. ▪ Provide representatives with opportunity to speak in front of chapter 	Program Director Program Director President	Ongoing Ongoing Ongoing

MEMBERSHIP	Strong membership base <ul style="list-style-type: none"> ▪ Recruit quality firms and active representatives with goal of increasing membership yearly ▪ Target firms who will actively support the Chapter, both financially and with their time 	Membership Director Membership Director	Ongoing Ongoing
	Member Retention <ul style="list-style-type: none"> ▪ Use corporate on-line tools ▪ Encourage Academy of Leadership and LCAM attendance with sponsorship opportunities 	President/Membership President	Ongoing Ongoing
	Target Classifications <ul style="list-style-type: none"> ▪ Develop list of major and minor classifications the chapter needs to fill ▪ Target selected classifications in membership searches 	Membership Director Membership Director	Ongoing Ongoing
MARKETING / PROMOTION	Human Interest Stories <ul style="list-style-type: none"> ▪ Develop newsworthy stories within EWI and its events that give positive recognition to EWI; i.e., scholarship recipients 	PR Director	Ongoing
	<ul style="list-style-type: none"> ▪ Update, maintain and encourage use of chapter website among membership 	PR/Marketing Director	Ongoing
WAYS & MEANS	Utilize Fund Raisers <ul style="list-style-type: none"> ▪ Develop new innovative ways to earn ASIST dollars ▪ Explore new venues for annual fund raiser – think beyond the box ▪ Set annual goal that surpasses previous year’s goal 	Ways & Means Director Ways & Means Director Ways & Means Director	Ongoing Ongoing Ongoing
PHILANTHROPY	Concentrate activities to one large, visible project <ul style="list-style-type: none"> ▪ Court media exposure for literacy project ▪ Explore financial support from Chapter funds raised by Ways & Means, rather than member firms 	PR Director Philanthropy Director	Ongoing Ongoing
STRATEGIC PLANNING	Revisit, revise and expand strategic plan <ul style="list-style-type: none"> ▪ Set and implement goals set forth by President, Board and Committee Chairs based on organizational objectives ▪ Commit Board and Committee Chairs to take active role in plans for implementation 	President/Board/Committee Chairs	Annually