

**WLAM 5-YEAR PLAN – YEAR 1 STATUS REPORT**

**DATE: 3-21-15**

STRATEGIC FOCUS AREA	GOALS	ACTIONS TAKEN
<b>OPERATIONS</b>	<ol style="list-style-type: none"> <li>1. Improve congruity between regional and state operations</li> <li>2. Annual report on 5-year plan progress in Annual report</li> <li>3. Conduct semi-annual brainstorming meeting with state and regional presidents</li> <li>4. Revise WLAM’s policies and procedures.</li> <li>5. Leadership pipeline: create process</li> </ol>	<p>1A Aug. 2014 presidents meeting - <b>COMPLETED</b>                      1B President communications re upcoming meetings and sharing of data and processes - <b>IMPLEMENTED AND ONGOING</b></p> <p>2 Implemented monthly status report; action taken in year one will be summarized in annual report. – <b>IMPLEMENTED AND ONGOING</b></p> <p>3A Aug 2014 presidents meeting – <b>COMPLETED</b></p> <p>4 Assigned to Bylaws/Policy Committee - Implement by <u>March 2015</u> - <b>PENDING</b></p> <p>5 Assigned to Committee - Implement by <u>Feb 2015</u> – <b>PENDING</b></p>
<b>PROGRAMMING</b>	<ol style="list-style-type: none"> <li>6. At the state and regional levels, plan and host Annual Meetings, and other events that satisfy WLAM’s mission and that serve as creative models for improving our members’ access to professional enrichment.</li> <li>7. Support the advancement of women’s careers and participation in law and politics by 2015 annual meeting</li> <li>8. Re-establish the relationship between WLAM and WLAMF by 2015 annual meeting</li> </ol>	<p>6A Assigned to Annual Meeting Committee –by <u>APR 2015</u> –implemented and ongoing - <b>PENDING</b>                      6B Assigned to Programming Committee                      Programming Committee issued 2014-2015 programs Oct 2014 - <b>COMPLETED</b>                      OCT – Ms. JD event – <b>COMPLETED</b>                      FEB – Girl Rising 2/12/15 benefit WLAMF and another charity - <b>COMPLETED</b>                      MAR – support WLAMF reception <u>3/25/15</u> – <b>PENDING</b>;                      MAR – webinar- Pathway to Federal Judiciary with Amy Matsui <u>3/19/15</u> – <b>COMPLETED</b>                      MAR – Collaboration - Our Diverse Bar <u>3/5/15</u> – <b>COMPLETED</b>                      MAR – Collaboration NAWL Power of Us <u>3/5/15</u> - <b>COMPLETED</b>                      APR – WLAM annual meeting – <u>4/24/15</u> – <b>PENDING</b>                      APR – Collaboration – Equal Pay Day – <u>4/14/15</u> – <b>PENDING</b>                      MAY – Collaboration – Law Day – <u>5/15/15</u> - <b>PENDING</b></p> <p>7A WLAM webinars/podcasts via programming committee                      1. Federal judiciary appt. process – Amy Matsui 3/19/15 - <b>COMPLETED</b>                      2. Evidence – Steve Kaplan TBD - <b>PENDING</b>                      3. Social media – Brian Wassom (Honigman) – TBD - <b>PENDING</b></p> <p>7B WLAM support of Cir Court Amicus Briefs – EPC marriage – <b>COMPLETED</b>                      WLAM support of USSC Amicus Brief – EPC marriage - <b>COMPLETED</b></p> <p>7c ABA tips for young lawyers - <b>COMPLETED</b>                      7c pro bono opportunity offered to assist with election - <b>COMPLETED</b>                      7d members reminded to nominate for MI SuperLawyers - <b>COMPLETED</b>                      7e WLAM member of the month – <b>COMPLETED</b>                      7f – Added member award presentations to WLAM website – <b>COMPLETED AND ONGOING</b></p> <p>8a Drafting revision to MOU per 2/15 meeting by <u>3/17/15</u> – <b>PENDING</b>                      8b WLAM donated to WLAMF at 2014 Grill Off (insert in program) - <b>COMPLETED</b>                      8c WLAM reviewed WLAMF board nominations –                      Oct 2014 – <b>COMPLETED</b>                      Feb 2015 - <b>COMPLETED</b>                      8D WLAM annual fundraiser for WLAMF – <b>COMPLETED</b></p>

	<p>9. Re-establish participation of WLAM and WLAMF representatives at each other's board meetings by 2015 annual meeting</p>	<p>9a WLAM president reached out to WLAMF president in Aug re this goal. Met re same WLAMF proposed provide minutes to each other and participate at least once a year (WLAMF only meets 2-3 times per year; WLAM accepted - <b>COMPLETED</b>)</p>
<b>DEVELOPMENT</b>	<p>10. <b>Provide leadership and fundraising training</b>, tools and resources for board members, committee chairs and general membership.</p> <p>11. Increase fundraising by 10% each year</p> <p>12. Establish parameters for state and regional fundraising efforts for WLAM vs. WLAMF vs. other selected charities by 2015 annual meeting</p> <p>13. Establish basic procedures for including fundraising in all existing programming and operations by 2015 annual meeting</p>	<p>10. Provide outline of actions to be taken by May 2015 - <b>PENDING</b> Request WLAMF to provide fundraising training .....Obtain leadership training facilitator</p> <p>11A. Assigned to programming committee – <b>COMPLETED</b> 11B. Assigned to annual meeting committee – <b>COMPLETED</b></p> <p>12. Will provide outline of actions to be taken by <u>MAY 2015</u> - <b>PENDING</b></p> <p>13. Will provide outline of actions to be taken by <u>MAY 2015</u> meeting – <b>PENDING</b></p>
<b>MARKETING AND COMMUNICATION</b>	<p>14. Improve direct communications between members by 2015 annual meeting</p> <p>15. Establish an updated, unified WLAM brand for use in all state and regional marketing and communications materials by 2015 annual meeting</p> <p>16. Create an online membership directory by 2015 annual meeting</p> <p>17. Create marketing materials</p> <p>18. CREATE MORE USER FRIENDLY WLAM WEBSITE</p>	<p>14 WLAM website set up members only section for direct communications between members – <b>COMPLETED</b></p> <p>15A. Update WLAM logo – IMPLEMENTED NOV 2014 - <b>COMPLETED</b> 15B. WLAM letterhead distributed to regions by Nov 2015 – <b>COMPLETED</b> 15C. WLAM event skirts for regions – ARTWORK COMPLETED; ORDERED; <b>COMPLETED</b></p> <p>16A. Presented “free” alternatives to Board Aug. 2014 16B. Present “paid” alternatives to Board Oct 2014 16C. PRESS POINT ALTERNATIVE SELECTED – NOV 2014 16D. FINALIZED PROXIMITY SEARCH – <b>REFERRAL DIRECTORY COMPLETED</b></p> <p>17 WLAM marketing piece – PROPOSAL SUBMITTED; CONTENT APPROVED; PROOFS APPROVED ; ORDERED, <b>COMPLETED</b></p> <p>18 NEW WEBSITE GOES LIVE FEB. 2015 - <b>COMPLETED</b></p>

<p><b>MEMBERSHIP</b></p>	<p>19. 10% increase in membership (retention and recruitment)</p> <p>20. Maintain effective administration of the organization.</p> <p>21. Provide membership services and benefits that are attractive, of practical value to existing and potential members, and unique to this organization by 2015 annual meeting</p> <p>22. Maintain online member directory that is searchable by name, location and specialty, and that includes member photos and profiles by 2015 Annual Meeting</p> <p>23 Establish protocols and routines for regularly revisiting and revising membership efforts at the state &amp; regional levels in order to incorporate the evolving role of technology in administration and to meet the evolving needs of the organization by 2015 annual meeting</p>	<p>19. Assigned to membership committee – BY <b>Mar 2015 - PENDING</b></p> <p>20a. Assigned revision of bylaws and policies to bylaw committee – Aug 2014; DRAFT BYLAW UPDATE SUBMITTED TO BOARD FOR CONSIDERATION <b>2/15</b>; <u>revised and requesting motion for approval so they may be voted on at annual meeting</u> - <b>PENDING</b></p> <p>20b. Retain GCSI as association manager (continuity/quality) – <b>CONTRACT EXECUTED</b></p> <p>20c. Presidents Meeting July 2014 re administration - <b>COMPLETED</b></p> <p>21a. Assigned to membership committee –Implement by Feb 2015 - <b>PENDING</b></p> <p>21b. Assigned to programming committee – Implement by Feb 2015 - <b>PENDING</b></p> <p>22a. Assigned to WLAM website/online directory committee – June 2014; chairs working with Association Manager re same; Implement by FEB 2015- <b>COMPLETED</b></p> <p>22b. presented “free” alternatives to Board Aug. 2014- <b>COMPLETED</b></p> <p>22c. present “paid” alternatives to Board Oct 2014 - - <b>COMPLETED</b></p> <p>22d recommendation and demos presented to Board- <b>COMPLETED</b></p> <p>22e referral directory implementation – <b>COMPLETED</b></p> <p>23a Assigned to Technology&amp; Communications Committee – June 2014</p> <p>23b Committee established social media – June 2014 - <b>COMPLETED</b></p> <p>23c Integrate communications with updated website and social media – <b>COMPLETED</b></p> <p>23d Link regional FB pages to regional pages of new WLAM website - <b>COMPLETED</b></p>
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