

STRATEGIC FOCUS AREA	GOALS	ACTIONS TAKEN
<p>OPERATIONS</p>	<ol style="list-style-type: none"> 1. Improve congruity between regional and state operations 2. Annual report on 5-year plan progress in Annual report 3. Conduct semi-annual brainstorming meeting with state and regional presidents 4. Evaluate and select “modern methodologies and strategies for running nonprofit org that operate efficiently effectively” 5. Modify WLAM’s board and staff structures to employ modern methodologies and strategies 6. Revise WLAM’s policies and procedures to employ modern methodologies and strategies. 7. Conduct biannual training sessions on the operations of nonprofit organizations. 8. Leadership pipeline: create process 	<p>1A Aug. 2014 presidents meeting - COMPLETED 1B President communications re upcoming meetings and sharing of data and processes - IMPLEMENTED AND ONGOING 2 Implemented monthly status report; action taken in year one will be summarized in annual report. – IMPLEMENTED AND ONGOING</p> <p>3A Aug 2014 presidents meeting – COMPLETED</p> <p>4 IMPLEMENTED AND ONGOING</p> <p>5 IMPLEMENTED AND ONGOING</p> <p>6 Assigned to Bylaws/Policy Committee Aug 2014; in process</p> <p>7 Held November 2015 full regional board meeting</p> <p>8 Assigned to Committee Aug 2014; Request info for WLAM website Nov 2014; Implement by Feb 2015; currently testing policy of crossover from region boards 2016</p>
<p>PROGRAMMING</p>	<ol style="list-style-type: none"> 9. At the state and regional levels, plan and host Annual Meetings, leadership skills training sessions, and other events that satisfy WLAM’s mission and that serve as creative models for improving our members’ access to professional enrichment. 10. Conduct bi-annual training sessions on the successful programming of nonprofit organizations (2015) 11. Support the advancement of women’s careers and participation in law and politics by 2015 annual meeting 12. Re-establish the relationship between WLAM and WLAMF by 2015 annual meeting 	<p>9a Assigned to Annual Meeting Committee Aug 2014 – date set for meeting 9b Assigned to Programming Committee Aug 2014 Programming Committee announced 2014-2015 programs at Oct 2014 meeting OCT – MsJD event – COMPLETED NOV – quarterly webinar - PENDING DEC – tentative networking social with fashion jewelry show JAN – quarterly webinar and Girl Rising 1/16/15 (Royal Oak, MI) FEB – Non-Defensive Communication Seminar MAR – support WLAMF reception; quarterly webinar APR – WLAM annual meeting 9d Leadership training will be linked to Goal 7 this year 10. Held November 2015 full regional board meeting</p> <p>11a WLAM webinars/podcasts via programming committee 1. federal judiciary appt. process – Amy Matsui; 2. Evidence – Steve Kaplan; 3. social media – Brian Wassom (Honigman) 11b WLAM support of Amicus Briefs – continuing in 2015/2016 11c ABA tips for young lawyers - COMPLETED 11c pro bono opportunity offered to assist with election - COMPLETED 11d members reminded to nominate for MI SuperLawyers - IMPLEMENTED AND ONGOING 11e WLAM member of the month – IMPLEMENTED AND ONGOING</p> <p>12a Drafting revision to MOU – continued discussion with foundation in 2016</p>

	<p>13. Re-establish participation of WLAM and WLAMF representatives at each other's board meetings by 2015 annual meeting</p>	<p>12b WLAM donated to WLAMF at 2014 Grill Off (insert in program) will continue 12c WLAM reviewed WLAMF board nominations – COMPLETED OCT 2014 12d WLAM to donate to WLAMF annual fundraiser</p> <p>13a continued discussion with foundation in 2016</p>
DEVELOPMENT	<p>14. Provide leadership and fundraising training, tools and resources for board members, committee chairs and general membership.</p> <p>15. Conduct bi-annual training sessions on the successful development efforts of nonprofit organizations</p> <p>16. Increase fundraising by 10% each year</p> <p>17. Establish parameters for state and regional fundraising efforts for WLAM vs. WLAMF vs. other selected charities by 2015 annual meeting</p> <p>18. Establish basic procedures for including fundraising in all existing programming and operations by 2015 annual meeting</p>	<p>14. need to implement 2017</p> <p>15. Held November 2015 full regional board meeting</p> <p>16A. Assigned to programming committee – Aug 2014; Implement by Feb 2015 – need to review 16B. Assigned to annual meeting committee – Aug 2014; Implement by Feb 2015 – need to review</p> <p>17. need to implement 2016/2017</p> <p>18.need to implement 2016/2017</p>
MARKETING AND COMMUNICATION	<p>19. Conduct bi-annual training sessions on the effective marketing and communications strategies utilized by successful nonprofit organizations.</p> <p>20. Improve direct communications between members by 2015 annual meeting</p> <p>21. Establish an updated, unified WLAM brand for use in all state and regional marketing and communications materials by 2015 annual meeting</p> <p>22. Create an online membership directory by 2015 annual meeting</p>	<p>19. Held November 2015 full regional board meeting</p> <p>20. Once updated WLAM website live, will set up members only section for direct communications between members – IMPLEMENTED AND ONGOING</p> <p>21A. Update WLAM logo – IMPLEMENTED NOV 2014 21B. WLAM letterhead distributed to regions by Nov 2015 – IMPLEMENTED 21C. WLAM event skirts for regions – IMPLEMENTED AND ONGOING 21D.WLAM marketing piece – IMPLEMENTED AND ONGOING 21E. Ordered new Judge banners</p> <p>22. IMPLEMENTED AND ONGOING</p>

<p>MEMBERSHIP</p>	<p>23. 10% increase in membership (retention and recruitment)</p> <p>24. Maintain effective administration of the organization.</p> <p>25. Conduct bi-annual training sessions on serving the membership of nonprofit organizations.</p> <p>26. 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>27. 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>28. Establish protocols and routines for regularly revisiting and revising membership efforts at the state & 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>23. Assigned to membership committee – Aug 2014; check status by Mar 2015</p> <p>24a. Assigned revision of bylaws and policies to bylaw committee – Aug 2014</p> <p>24b. Retained GCSI as association mgr (continuity/quality) – executed agrmt</p> <p>25. Goal 25 tied to Goal 7</p> <p>26a. Assigned to membership committee – Aug. 2014; Implement by Feb 2015</p> <p>26b. Assigned to programming committee – Aug. 2014; Implement by Feb 2015</p> <p>27a. Assigned to WLAM website/online directory committee – June 2014; chairs working with Assn Mgr re same; Implement by DEC 2014</p> <p>27b. presented “free” alternatives to Board Aug. 2014</p> <p>27c. present “paid” alternatives to Board Oct 2014</p> <p>27D recommendation and demos presented to Board - implementing</p> <p>28a Assigned to Technology& Communications Committee – June 2014</p> <p>28b Committee established social media – June 2014</p> <p>28c Committee working with Assn Mgr to integrate communications with updated website and social media</p>
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