

WLAM 5-Year Development Plan (per year)

Strategic Focus Area	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019
<p>Operations:</p> <p>Ownership = presidents</p>	<p>1 Improve congruity between regional and state operations</p> <p>2 Annual report on 5-year plan progress in Annual report</p> <p>3 Conduct semi-annual brainstorming meeting with state and regional presidents</p> <p>4 Revise WLAM’s policies and procedures</p> <p>5 Leadership pipeline: create process</p>	<p>1 Improve congruity between regional and state operations</p> <p>2 Annual report on 5-year plan progress in Annual report</p> <p>3 Evaluate and select “modern methodologies and strategies for running nonprofit org that operate efficiently effectively”</p> <p>4 Streamline strategies and methods of operations across state and regional levels – MAY 2015</p> <p>5 Conduct bi-annual training sessions on the operations of nonprofit organizations.</p> <p>6 Establish protocols and routines for regularly revisiting and revising operations at the state and regional levels in order to meet the evolving needs of the organization.</p> <p>7 Leadership pipeline: Work with regions to create transparent conduit to leadership for nominating process in 2016</p>	<p>1 Improve congruity between regional and state operations</p> <p>2 Annual report on 5-year plan progress in Annual report</p> <p>3 Leadership pipeline: expand leadership conduit</p>	<p>1 Improve congruity between regional and state operations</p> <p>2 Annual report on 5-year plan progress in Annual report</p> <p>3 Conduct bi-annual training sessions on the operations of nonprofit organizations.</p> <p>4 Leadership pipeline: revisit process created and modify as needed</p>	<p>1 Improve congruity between regional and state operations</p> <p>2 Annual report on 5-year plan progress in Annual report</p>

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<p>Programming</p> <p>Ownership = President-Elects</p>	<p>6 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.</p> <p>7 Support the advancement of women’s careers and participation in law and politics by 2015 annual meeting</p> <p>8 Re-establish the relationship between WLAM and WLAMF by 2015 annual meeting</p> <p>9 Re-establish participation of WLAM and WLAMF representatives at each other’s board meetings by 2015 annual meeting</p>	<p>8 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.</p> <p>9 Conduct bi-annual training sessions on the successful programming of nonprofit organizations. Work with President in 2016 AND 2018.</p> <p>10 Provide professional and social networking opportunities that aren’t available anywhere else by 2016 annual meeting</p> <p>11 Create and then replicate successful programs and events across multiple regions by 2016 annual meeting</p> <p>12 Collaborate with WLAMF leadership to jointly host events that promote and nurture sisterhood by 2016 annual meeting</p> <p>13 Host workshops on business and professional development with focus on addressing gender issues by 2016 annual meeting</p>	<p>4 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.</p> <p>5 Cultivate and nurture the sense of sisterhood - of shared mission, purpose and support - throughout the organization by 2017 annual meeting</p> <p>6 Host events jointly with other professional women’s organizations by 2017 annual meeting</p> <p>7 Host specialty-specific events that provide networking opportunities with women in complimentary professions (business, real estate, medical) by 2017 annual meeting</p> <p>8 Establish protocols and routines for regularly revisiting and revising programming at the state and regional levels in order to meet the evolving needs of the organization by 2017 annual meeting</p> <p>9 Host workshops and trainings to prepare members to run for office, seek a political appointment, or work for a political campaign by 2016 annual meeting</p>	<p>5 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.</p> <p>6 Conduct bi-annual training sessions on the successful programming of nonprofit organizations. Work with President in 2016 AND 2018.</p> <p>7 Fortify WLAM’s reputation and status in Michigan’s legal arena as an organization that is pivotal to the advancement and representation of women in law and politics by 2018 annual meeting</p> <p>8 Fortify WLAM’s reputation and status in Michigan’s legal arena as an organization that is pivotal to the advancement and representation of women in law and politics by 2018 annual meeting</p> <p>9 Incorporate family-friendly frameworks into events and programs by 2018 annual meeting</p>	<p>3 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.</p>
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<p>Development</p> <p>Ownership: Treasurers</p>	<p>10 Provide leadership and fundraising training, tools and resources for board members, committee chairs and general membership. Ongoing.</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>14 Provide leadership and fundraising training, tools and resources for board members, committee chairs and general membership. Ongoing.</p> <p>15 Conduct bi-annual training sessions on the successful development efforts of nonprofit organizations. With other officers.</p> <p>16 Increase fundraising by 10% each year</p> <p>17 Prioritize fundraising to support administrative, programming and marketing costs by November 2015</p> <p>18 Host fundraising events and conduct fundraising campaigns by 2016 annual meeting</p> <p>19 Collaborate between the state and regional levels to establish relationships with potential funders and donors by 2016 annual meeting</p>	<p>10 Provide leadership and fundraising training, tools and resources for board members, committee chairs and general membership. Ongoing.</p> <p>11 Increase fundraising by 10% each year</p> <p>12 Coordinate state and regional fundraising efforts by November 2016</p> <p>13 Obtain sponsorships, grants and advertisements for events, programs, projects and services by 2017 annual meeting</p> <p>14 Conduct research, publish reports, and collaborate with academic institutions to assess the working conditions, terms of employment, and status of women in the legal profession by 2017 annual meeting</p> <p>15 Establish protocols and routines for regularly revisiting and revising development efforts at the state and regional levels in order to meet the evolving needs of the organization by 2017 annual meeting</p>	<p>10 Provide leadership and fundraising training, tools and resources for board members, committee chairs and general membership. Ongoing.</p> <p>11 Conduct bi-annual training sessions on the successful development efforts of nonprofit organizations. With other officers.</p> <p>12 Increase fundraising by 10% each year</p>	<p>4 Provide leadership and fundraising training, tools and resources for board members, committee chairs and general membership. Ongoing.</p> <p>5 Increase fundraising by 10% each year</p>
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<p>Marketing & Communication</p> <p>Ownership: Secretaries</p>	<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 a more user-friendly dynamic website by 2015 annual meeting</p>	<p>20 Conduct bi-annual training sessions on the effective marketing and communications strategies utilized by successful nonprofit organizations. With other officers.</p> <p>21 At the state level, provide the regions with marketing materials, training, strategic guidance, and other marketing and communications support by 2016 annual meeting</p> <p>22 Establish protocols and routines for regularly revisiting and revising marketing and communications efforts at the state and regional levels in order to incorporate the evolving role of technology in marketing and communications and to meet the evolving needs of the organization by 2016 annual meeting</p>	<p>16 Provide appealing, accessible, useful information to members regarding WLAM programming, member benefits, and relevant developments in law and politics by 2017 annual meeting</p>	<p>13 Conduct bi-annual training sessions on the effective marketing and communications strategies utilized by successful nonprofit organizations. With other officers.</p>	
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<p>Membership</p> <p>Ownership:</p> <p>Vice-Presidents</p>	<p>19 10% increase in membership (retention and recruitment)</p> <p>20 Maintain efficacious administration of the organization. Ongoing</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 and 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 10% increase in membership (retention and recruitment)</p> <p>24 Maintain efficacious administration of the organization. Ongoing</p> <p>25 Conduct bi-annual training sessions on serving the membership of nonprofit organizations. In conjunction with other officers.</p>	<p>17 10% increase in membership (retention and recruitment)</p> <p>18 Maintain efficacious administration of the organization. Ongoing</p> <p>19 Expand diversity of membership by 2017 annual meeting</p> <p>20 Host events jointly with other specialty bar associations by 2017 annual meeting</p> <p>21 Establish partnerships with companies that serve the unique needs of professional women and other family care providers to increase membership benefits by 2016 annual meeting</p>	<p>14 10% increase in membership (retention and recruitment)</p> <p>15 Conduct bi-annual training sessions on serving the membership of nonprofit organizations. In conjunction with other officers.</p> <p>16 Maintain efficacious administration of the organization. Ongoing</p>	<p>6 10% increase in membership (retention and recruitment)</p> <p>7 Maintain efficacious administration of the organization. Ongoing</p>
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Last Revision Date: March 2015