



CONNECTIONS | CAREERS | COMMUNITY

THREE YEAR STRATEGIC PLAN

OUR MISSION

EWI® brings together key individuals from diverse businesses for the purpose of promoting member firms, enhancing personal and professional development, and encouraging community involvement.

OUR VISION

To be a professional organization that creates value for its member firms and their representatives through career development, business connectivity, and involvement in local communities.

OUR STRATEGIC GOALS

- To strengthen, expand, and broaden membership.
- To provide member firms with meaningful benefits.
- To actively promote education for all representatives.
- To achieve a high level of community visibility through service.

OUR STRATEGIC PLAN

2007-2008 BUILDING ON OUR FOUNDATION	2008-2009 LEVERAGING OUR RESOURCES	2009-2010 SUSTAINING OUR RESOURCES
<ul style="list-style-type: none"> ■ Establish recruitment plan for 25 –to-40 year olds ■ Design retention plan ■ Create sponsorship and recognition programs ■ Revise Chapter membership orientation program ■ Construct a formal definition of EWI diversity ■ Simplify procedures ■ Focus on financial responsibility and sustainability ■ Create brand awareness and marketing plan ■ Continue outstanding education programs ■ Continue literacy focus and scholarship programs ■ Assess year one 	<ul style="list-style-type: none"> ■ Continue focus on recruitment and retention ■ Create formalized organization-wide grant-writing program ■ Construct a junior membership pilot program ■ Focus on organization-wide firm support for career development and education ■ Begin organization of a planned giving program ■ Continue focus on financial responsibility and sustainability ■ Launch marketing plan ■ Continue outstanding education programs ■ Continue literacy focus and scholarship programs ■ Assess year two 	<ul style="list-style-type: none"> ■ Continue focus on recruitment and retention ■ Continue to positively position the organization and broaden brand awareness ■ Continue to develop organization-wide grant-writing and planned giving programs ■ Continue to focus on organization-wide firm support for career development and education ■ Evaluate the junior membership pilot program ■ Evaluate sponsorship and recognition program ■ Continue focus on financial responsibility and sustainability ■ Continue outstanding education programs ■ Continue literacy focus and scholarship programs ■ Reassess strategic plan