

DRAFT
The Society of Women Engineers
Northwest Florida Section
FY10 Strategic Plan

Vision

To be the recognized authority on and advocate for women in engineering and technology.

Mission

- Stimulate and support women of all ages to achieve full potential in careers as engineers and leaders,
- Expand the image of the engineering profession as an innovative and driving force in improving the quality of life, and
- Demonstrate the value of diversity

Strategic Priorities

1. Leadership and Professional Competency
2. Education and Outreach
3. Knowledge Source
4. Inclusive Organization
5. Value and Benefit

Objectives

1. Organize current section and Board
2. Increase Membership by during FY10
3. Establish active fundraising committee plan
4. Address “Why SWE?”

Strategies and Tactical Plan

1. Organize section and Board

What	When	Status	Who
a. Staff FY10 Board	1 Jul 09	complete	President (Christine Buziak)
b. Develop Roles and Responsibilities	1 Jul 09	complete	President

c. Train new board and committee heads	30 Aug 09	Working, partly trained 25 Jul 09	President
d. Board members and Committee heads functioning effectively	30 Nov 09	ongoing	President
e. Hold 2 official board meetings FY10	30 Jun 10	One completed 25 Jul 09	President
f. Update email list	30 Sep 09	ongoing	Secretary (Beckie Lenz)
e. Plan for leadership board FY11		31 Jan 10	Vice President – (Kaitlyn Weeks)

2. Increase FY10 Membership

What	When	Status	Who
a. Plan 2 Social Events (potentially with Other Societies or Collegiate section) – SAME will be the Engineering Week Banquet -26 Sep 09 UWF Event	yearlong	Working on fall event	Vice President (Kaitlyn Weeks) and Membership committee member (Nancy McCauley)
b. Distribute Newsletter quarterly – distributed on schedule, contains section information as well as COR input, a message from the President, other leaders and articles of interest.	First issue due out Oct 31	In Process	Laura White, Nancy McCauley
c. Update SWE NFLA Section website	30 Sep 09	In Process	Communications Chair - Laura White
d. One collegiate to professional member	30 Sep 09	complete	Vice President

3. Establish active fundraising plan

What	When	Status	Who
a. Annual Section fundraiser	TBD	Not Started	Membership Committee, (Nancy McCauley)
b. Establish active fundraising plan for year	31 Oct 09	In process	Vice President, Treasurer (Janet Nemanic), Membership Committee, (Nancy McCauley),

4. Address “Why SWE?”

What	When	Status	Who
a. Conduct Panel discussions with the various Engineering Societies through PJC and UWF.	Spring 10	Not Started	Vice President
b. Participate in UWF Collegiate event	26 Sep 09	Planning ongoing	Board and Committee Heads

Keeping it All in Perspective

Strengths	Weaknesses
Experienced Members in Government and industry	Declining membership
Clear Strategic goals	Finances almost non existant
UWF Collegiate relationship	Large geographical area (4 counties)
Many regular mentoring opportunities available	Volunteers difficult to come by
Opportunities	Threats
Huge growth potential	Time constraints
Variety of professionals	Competing organizations
SAME relationship good	Fear
UWF Collegiate contacts	Common Perceptions
Website administrator very experienced, potential to be the best site in SWE.	Dedicated members “burn out” from doing most of the work.