

STRATEGIC PLAN – 2017-2022

VISION

Equity and Access for women in transportation.

MISSION

The mission of WTS Florida's Capital Area Chapter is to engage, empower and enrich members and to advance women in the transportation industry

WTS Mission - WTS attracts, sustains, connects and advances women's careers to strengthen the transportation industry

CORE VALUES

Collaborative Environment, Excellence, Loyalty, Passion, Respect

THEME

Leadership – Events will be based on this theme

STRATEGIC PRIORITIES

Membership, Mentorship, Industry Partnership and Collaboration, Scholarship, Professional Development/Events, Communication and Fund Raising/Financial Stability

1. Membership

- a) Secure diverse membership of all position types (students, senior managers, professionals, engineers, and planners) in all relevant practice areas (planning, operations, environmental, construction and maintenance) across all sectors (private, public and academia)
- b) Grow membership to 100 members within 5 years
- c) Retain 100% of membership in 2018 and 2019
- d) Perform outreach to FSU and FAMU

2. Mentorship

- a) Start a mentorship program in 2017 – Assign at least 4 mentors and mentees
- b) Foster student membership in WTS

3. Industry Partnership and Collaboration

- a) Develop at least 3 mutually beneficial partnerships with industry supporters (sponsors of events)

b) Enhance our outreach efforts by networking with other professional organizations including local chapters of ITE, APA, and others

4. Scholarship

a) Begin funding a scholarship program for students in undergraduate and graduate programs at local universities in 2017

b) Award at least 2 scholarships in 2018

5. Professional Development/Events

a) Conduct monthly "First Friday" lunches

b) Conduct quarterly speaking events (including large annual event in December)

c) Conduct December event including Annual Membership Meeting and speaker

d) Co-Sponsor at least 2 training events (webinar or meetings)

e) Sponsor at least 2 social events (Happy Hour) at Florida or capital areas conferences (e.g. Transplex, ITS Florida, etc.)

f) Recruit at least 3 committee members

6. Communication

a) Populate the WTS Florida's Capital Area website with announcements, events and board meeting minutes and at a minimum update weekly

b) Cross post all events on the website and social media

c) Recruit at least 3 committee members

d) Establish consistent protocol for member outreach

7. Fund Raising/Financial Stability

a) Recruit a Fund Raising Director

b) Establish a Sponsorship/Corporate Partners program by June 2017

c) Develop and track a budget

d) Comply with State of Florida and WTS reporting requirements

OTHER GOVERNING DOCUMENTS

This Strategic Plan is consistent with and should be considered with the WTS Florida's Capital Area Chapter Protocols and Guidelines.

Adopted May 22,2017