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# The WICT Network: [Chapter Name] Strategic Plan

The Strategic Plan for each chapter of The WICT Network should outline a thoughtful approach to determine where the chapter wants to go and how it will get there. Each chapter is creating a roadmap that should incorporate strategies and tactics tailored to the chapter, yet aligned with the Model Chapter Business Plan and The WICT Network Global Strategic Plan.

Chapters are highly encouraged to use this template to summarize their respective current and proposed plans (subject to revision). **Note: your strategic plan should cover at least 18-24 months, but you are free to tweak, as needed, throughout the year.**

**Definitions:**

**Goal** – Develop broad statements which dictate what your chapter hopes to achieve within a given period of time. There should be four to seven overarching goals as determined by the chapter board.

**Tactic** - Develop tactics under your goal to address HOW you plan to achieve long term success throughout the current year and beyond. This could include policies, procedures and planning. Noted tactics are just some of the recommended areas of focus based on The WICT Network’s current Strategic Plan.

**Stakeholders** – Persons (members or non-members), groups, etc., that it will take to ensure all tasks are accomplished.

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## Membership Strategy

If your chapter has already submitted your comprehensive Membership Plan (due February 11) to The WICT Network HQ, please leave blank or you can summarize here.

What is your goal?

Tactics to accomplish your goal include:

1. Diversify your member base to build a broader universe.
2. Expand beyond current footprint (e.g., surrounding states, vendor community, non-telco sector of the media, consulting/self-employed arena and companies addressing gender diversity).
3. Existing low engaged members.

## Programming Strategy

What is your goal?

Tactics to accomplish goals include:

1. Ensure programming is mission-centered, relevant and measurable; focusing on education, technology and training.
2. Collaborate and work in tandem with The WICT Network Global Office to ensure program alignment with The WICT Network mission.
3. Enhance the value-add and member takeaways for each program and event.
4. Conduct routine program assessment surveys.
5. Adhere to existing programming guidelines and standards.
6. Expand delivery options to include webinars and other online opportunities.
7. Utilize and promote The WICT Network - Chapter Leader Resource Directory as an online membership community.

## Finance Strategy

What is your goal?

Tactics to accomplish goals include:

1. Leverage relationships to increase revenue streams.
2. Measure financial indicators against existing goals.
3. Exercise internal financial controls and proper oversight.
4. Streamline accounting efficiencies and financial statements.

## Giving Back Strategy

What is your goal?

Tactics to accomplish goals include:

1. Allocate appropriate percentage of cash reserves to “give back” to membership.
2. Continue to partner and “give back” to community to heighten profile among other potential supporters.
3. Work in tandem with The WICT Network Global Office to help serve as a voice for gender diversity within the cable industry and women’s based advocacy groups.
4. **Governance Strategy**

What is your goal?

Tactics to accomplish goals include:

1. Maintain across-the-board communication with The WICT Network HQ.
2. Utilize the Model Chapter Business Plan regularly to gauge continued chapter success.
3. Ensure chapter boards have sound internal processes and transparent communication.
4. Enact a well-organized and proactive succession plan to ensure seamless board transitions.
5. **Marketing and Communications/Branding Strategy**

What is your goal?

Tactics to accomplish goals include:

1. Maintain consistency and professionalism in all marketing and communication promotional material.
2. Collaborate and work in tandem with The WICT Network HQ to ensure brand alignment with The WICT Network mission.
3. Adhere to existing marketing guidelines and standards.