

## Google form #2 – state network certification

*In order for a State to receive State Certification, more than 50% of their Local Networks must be certified. Please fill out each benchmark completion. Note, for networks that submit certification paperwork earlier in the application cycle with specific milestones that are not met by the submission date (but expected to be completed), please note and denote “pending, anticipated completion date by <<date>>”. National will verify that expected milestone was completed.*

**1. Local network certification.** *This benchmark ensures that the state’s local network adheres (in general) to the Network model standards.*

Please confirm that 50% of local networks are or will be certified (note, National will verify): \_\_\_\_\_

**2. Leadership Development and Engagement.** *This benchmark ensures connectivity and engagement with other Women’s Council structures, including National, Local (if applicable), and National Liaisons*

2A: The President-elect and State Liaison attends Network 360 in August

- Please enter who attended the event (National will verify): \_\_\_\_\_

2B: The President attends a minimum of **two** National flagship Meetings (Elevate - February, Midyear - May, National Conference - November)

- Please enter which events were attended and/or registered for (National will verify): \_\_\_\_\_

2C: State Network provides an orientation in the first quarter of the year (by 3/31/2021), or in the fourth quarter of the previous year. Attending the New Year Kickoff on 1/11/21 will satisfy this benchmark.

- Please enter when/where event was held (subject to verification by National): \_\_\_\_\_

2D: State Network participates in Leadership Identification & Development program in a comprehensive and timely manner

- Please enter submission date (subject to verification by National): \_\_\_\_\_

**3. Administration and Governance.** *This benchmark ensures operational excellence and thorough administration to ensure network continuity annually.*

3A: 2021 state officers are formally reported to National by 12/1 of previous year using the online form (National will verify). Please note date of submission \_\_\_\_\_

3B: Affiliation agreement is signed by 2/1/21 (National will verify). Please note date of submission \_\_\_\_\_

3C: Treasurer files taxes on time (subject to verification by National). Please note date taxes were filed: \_\_\_\_\_

3D: 2022 elections are completed and names are submitted to National no later than 10/31/21. Please note submission date (or expected submission date, National will verify): \_\_\_\_\_

3E: 2022 State Liaison is appointed and reported to National by 6/1/21. Please note state liaison name and estimated submission date (National will verify): \_\_\_\_\_

3F: Network has recent Standing Rules and they are posted for public display on documents section of microsite. Please post link here, National will verify: \_\_\_\_\_

3G: Annual budget is submitted to National Liaison no later than 12/1/21. Please note submission date (or expected submission date) and to whom it was sent to (National will verify): \_\_\_\_\_

3H: Strategic Plan Submitted to the National Liaison or will be submitted prior to 11/2021. Please note submission date (or expected submission date) and to whom it was sent to (National will verify): \_\_\_\_\_

3I: Network possesses a file share system (electronic or paper) that ensures annual officer teams obtain historical administrative paperwork, relevant information, and other tools to ensure continuity of operations. Please describe in brief the file share system: \_\_\_\_\_

3J: Network has officer positions filled and/or replaces officers in a timely matter. Please list any vacancies throughout the year, and how long it took to replace the position (note, National will audit site to ensure that officer positions are filled): \_\_\_\_\_

3K: State Liaison submits reports to National Liaison (note, please confirm "yes" in the space below, National will verify that deadlines were adhered to): \_\_\_\_\_

**4. Communications: Image and Branding** *This benchmark ensures that the network's image is consistent and meets standards as set forth by National.*

4A: Microsite training completed by officers who have Admin privileges. Please note who attended training and on what dates, National will verify (note, training dates were 12/1/20 and 12/8/20, on-demand training available under network tools section of wcr.org): \_\_\_\_\_

4B: Microsite is used as the network's primary communications vehicle with current, timely, and relevant information, including the following benchmarks (timely welcome message, current strategic partner logos and links, listing of current events live or online, officer photos, and post current key network documents). Note: please list your microsite here, as part of this benchmark process, National will audit the page and ensure compliance. If benchmarks are not met, National will advise with 7-day correction period: \_\_\_\_\_

4C: Network has a minimum of one (1) social media platform in use with timely and brand compliant information. Please insert link for verification by National: \_\_\_\_\_

4D: Network adheres to brand standards as outlined in branding guide (<https://www.wcr.org/media/1839834/final-wcr-brand-guidelines-0619.pdf>). Note: that National will audit 4A-4C to ensure compliance. If benchmarks are not met, National will advise with 7-day correction period.

4E: Network possesses systematized communications vehicles in order to keep its local networks informed of activities (ex, email newsletters). Please describe your communications mediums (ex, service such as mailchimp, group emails) and frequency in brief: \_\_\_\_\_

4F: Three state officers regularly read the National Road Map newsletter and its contents (with the intent of repurposing information and redistributing out to local networks). Note: please confirm by saying “yes” that the applicant has reached out to officers and ensured that they regularly receive, read and digest the newsletter and its contents, sent bi-weekly by National. Note: National has access to open rates and click through rates, and to meet this benchmark, 50% of officers must click (open) the newsletter and read its contents \_\_\_\_\_

4G: The network has a program that recognizes the local network business leaders and their success/achievements through a regular, specialized communications system, including but not limited to: awards program, social media shout-outs, press coverage or other vehicles and programs that recognize the achievements of the network’s business leaders. Note: please describe the program in brief, its activities, key communications or dates: \_\_\_\_\_

**5. Recruitment and Retention** *This benchmark ensures that processes are put in place by the state in order to ensure that local networks are recruiting and retaining members in order to have viable networks. It also assesses that the network has a specific statewide strategy coupled with measurable activities that attract new members and keep existing ones.*

6A: The network maintains a communications and outreach strategy to members at large. Please describe in brief activities \_\_\_\_\_

6B: The network conducts specific recruitment and retention strategies that compliment and support local network effort, including but not limited to: calling/email campaigns, membership drives, contests, etc. Please enter in brief your activities and you felt the results/outcomes were: \_\_\_\_\_

5C: How many members (estimated) did the state recruit in 2021 (from 1/1/2021 to submission date)? *Note, subject to verification by National*

\_\_\_\_\_

5D: What is your estimated member retention rate in 2021? *Note: your best estimate only, subject to verification by National*

5E: The State Network has an onboarding system for new members that compliments local efforts, including but not limited to: welcome email, recognition in social media to peers, etc. Please enter in brief your activities here: \_\_\_\_\_