

State Network Certification
Draft 021121

In order for a State to receive State certification, more than fifty percent (50%) of their Local Networks must be certified. Please fill out each benchmark. State 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), should denote "pending, anticipated completion date by <date>". National will verify that milestones were completed.

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

- Please confirm that at least fifty percent (50%) of your local networks have submitted the certification document and you believe they will be certified. (National will verify).
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2. **Leadership Development and Engagement.** *This benchmark ensures connectivity and engagement with other Women's Council entities, including Local Network, National Liaisons, other State Networks.*

2A: The State President attends a minimum of two (2) National Flagship Events (Elevate - February, Midyear - May, National Conference - November).

- Enter President name, which events were attended and/or registered for (National will verify):
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2B: The State Network provides an orientation to all 2021 Leadership teams in the first quarter of the year (by 3/31/21) or in the fourth quarter of 2020. Attending the New Year Kickoff held on 1/11/21 fulfills this orientation requirement. (If benchmark was not met, you may request a copy of recording at jsaltman@wcr.org and viewing the recording must be completed by 3/31/21).

- Enter when/where event was held (subject to verification by National).
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2C: The State Network participates in National Leadership Identification & Development program in a comprehensive and timely manner.

- Enter date State recommendations were submitted to National by deadline date. (National will verify).
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2D: The 2022 President and the 2022 State Liaison attend Network 360 in August 2021.

- Enter the names of the people who attended (National will verify).
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3. **Administration and Governance.** *This benchmark ensures operational excellence and thorough administration to ensure network continuity annually.*

3A: The 2021 officers were formally reported to National by 3/1/21 using the online form. (National will verify).

- Enter date officers were reported.
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3B: Affiliation agreement is signed by 3/1/21 (National will verify).

- Enter date affiliation agreement was submitted.
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3C: Treasurer filed taxes on time (subject to verification by National).

- Enter date taxes were filed.
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3D: The 2022 elections are completed and names are submitted to National no later than 10/31/21.

- Enter date officers names were sent to National utilizing online form (or expected submission date). (National will verify).
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3E: The 2022 State Liaison was appointed and reported to National by 6/1/21.

- Enter date State Liaison name was submitted utilizing online form (or expected submission date). (National will verify).
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3F: The Network has recent Standing Rules which are posted for public display on documents section of microsite. (National will verify).

- Post link here.
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3G: The Budget for 2021 was submitted to your National Liaison no later than 3/1/21.

- Enter date budget was sent (or expected send date) and to whom it was sent. (National will verify).
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3H: Strategic Plan will be submitted to your National Liaison prior to 11/1/21.

- Enter date (or expected date) Strategic Plan was sent and to whom it was sent. (National will verify).
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3I: Network utilizes an electronic file share system. This ensures the officer teams obtain historical administrative paperwork, relevant information, and other tools to ensure continuity of operations.

- Briefly describe your file share system:
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3J: Network has officer positions filled (and/or replaces officers in a timely fashion).

- List any vacancies throughout the year, and how long it took to replace the position. (National will audit microsite to ensure officer positions are filled).
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4. **Communications: Image and Branding.** *This benchmark ensures that the network's image is consistent and meets standards as set forth by National.* **NOTE:** Network adheres to brand standards as outlined in Brand Guide (<https://www.wcr.org/media/1839834/final-wcr-brand-guidelines-0619.pdf>)

4A: Microsite training completed by officers who have Admin privileges.

- Enter who attended training and on what dates. (National will verify). Training dates were 12/1/20 & 12/8/20. On-demand training is available under network tools section of wcr.org.
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4B: Microsite is used as the State Network primary communications vehicle with current, timely and relevant information, including the following benchmarks: (current president welcome message, current strategic partner logos and links, list of events(held or to be held) live or online, current officer photos and current key network documents are posted). If benchmarks are not met, National will advise with seven (7)-day correction period.

- List your microsite here:
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4C: Network has a minimum of one (1) social media platform in use with timely and brand compliant information. (National will verify).

- Insert link(s) here:
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4D: The Network utilizes systematized communications vehicles and an electronic registration platform in order to keep its membership informed of activities and meetings (ex: email newsletters, mailchimp, group emails).

- Describe briefly your communication medium and frequency:
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4E: Three (3) officers regularly read the National Roadmap newsletter (sent bi-weekly by National) and its contents. NOTE: National has access to open and click through rates. To meet this benchmark, fifty percent (50%) of the officers must open and read the Roadmap.

- Confirm by saying "yes" that the applicant has reached out to officers for assurance that they are reading the Roadmap.
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4F: The Network has a program that recognizes the successes/achievements of their members. This could include social media shout-outs, press coverage, awards, or other vehicles or programs of recognition.

- Describe in brief what you utilize or how you do this and how often?
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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 will assist local networks in attracting new members and keeping existing ones.*

5A: The Network maintains a communications and outreach strategy to Members at Large.

- Describe your activities briefly:
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5B: The network educates the Local Networks specific to recruitment and retention strategies.

- Describe your process briefly:
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5C: How many members were recruited (estimated) Statewide in 2021?

- (from 1/1/21 to submission date). (National will verify).
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5D: What was your member retention (estimated) rate in 2021? (National will verify).
