

# State Network Business Plan

**Name of Network: Louisiana**

**Plan Year: 2023**

**Leadership Team: President- Jeffrey Buchanan, Pres-Elect- Shelley Simmons, 1<sup>st</sup> V-Pres- Jiarra Rayford, Tres. - Yvonne Graham State Liaison- Cindy Callais**

## GOALS: MEMBER PROGRAMS AND SERVICES

### **Reference: *Local Network Operating Standards***

- Ensure that the Network is focused solely on delivering value to members in the areas of raising professionalism, relevant professional development opportunities, development of business leadership skills and facilitation of member networking and relationship-building.
- Conduct a minimum of 2 mission-focused industry events each year (one of which is focused on development of business leadership skills, and one of which is conducted collaboratively with other networks, the local board, related industry or community groups).
- Conduct a minimum of two additional events focused on member networking/relationship building that can also provide professional development.
- Facilitate member-to-member support for the purpose of meeting members' individual business goals, with a special focus on new members.
- The official Women's Council logo must be used on all media/communications according to logo guidelines.

### INDUSTRY EVENT ONE

Description: Leadership Conference Louisiana Realtors Harrah's New Orleans

Timing: February 5-7, 2023

Women's Council of REALTORS of Louisiana and all Local Networks will have a Member's Meeting to highlight Leadership qualities and opportunities to identify areas of interest.

PMN Class to be scheduled

### INDUSTRY EVENT TWO

Description: Spring Conference with Louisiana Realtors in Baton Rouge This will be REALTOR Day at the State Capitol to discuss Legislative concerns

Timing: April 24-26, 2023

### **INDUSTRY EVENT THREE**

Description: Fall Conference with Louisiana REALTORS at the HORSESHOE Casino in Bossier City, Louisiana State Orientation with members	Timing: September 18-21
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### **INDUSTRY EVENT FOUR**

Description: State Installations of 2024 Officers Baton Rouge, Louisiana	Timing: TBA
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### **MEMBER-FOCUSED EVENT ONE**

Description: February 7, 2023 PMN class offered New Orleans	Timing:
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### **MEMBER-FOCUSED EVENT TWO**

Description: WCR member to present her book, My Secret Wealth of Information for any Seller, by Joyce Jeffrey	Timing: April 26, 2023
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### **ADDITIONAL EVENT**

Description:	Timing:
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Description:	Timing:
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## GOALS: MEMBERSHIP DEVELOPMENT

**Reference: *State Network Operating Standards***

- To pursue leadership opportunities across all areas of their professional lives.
- Promote Leadership skills and Identity by developing their leadership style.
- Develop positive change through inclusion of women’s perspectives in positions of influence.
- Local Networks to have Strategic Partners and involvement
- Members are career professionals and share a commitment to excellence.

**Current Year Goals (and beyond)**

We are a network of successful REALTORS, advancing women as business leaders in the industry and in the communities we serve.

<b>Strategy/Action</b> Member Nudge	<b>Deadline on-going</b>
<b>Strategy/Action</b> Member Recruitment Activities	<b>Deadline Jan-Feb 2023</b>
<b>Strategy/Action</b>	<b>Deadline</b>
<b>Strategy/Action</b>	<b>Deadline</b>

## GOALS: COMMUNICATIONS AND MARKETING

**Reference: *State Network Operating Standards***

- Monthly Meetings by Zoom.
- Use a consistent, online reservation platform.
- Local Network must use and maintain Micro sites.
- All Local Network events and communications must follow WCR Branding Guidelines

**Current Year Goals (and beyond)**

To promote member retainment and recruitment

Strategy/Action On-Line reservation as Eventbrite	Deadline on-going
Strategy/Action Bill Highway	Deadline on-going
Strategy/Action Microsites updated	Deadline on-going
Strategy/Action	Deadline

## GOALS: NETWORK RELATIONSHIPS

**Reference: *State Network Operating Standards***

- State Network should develop and implement a strategy to establish (or reinforce) and maintain a positive, productive relationship with the Local Association of REALTORS®.
- Build relationships with related industry and community groups and consider opportunities for joint educational events and activities.

**Current Year Goals (and beyond)**

To provide an influential voice and perspective for women in real estate.

Strategy/Action Partner with Louisiana Association of Realtors	Deadline on-going
Strategy/Action State Facebook page to promote events	Deadline on-going
Strategy/Action	Deadline
Strategy/Action	Deadline

## GOALS: NETWORK ORGANIZATION AND MANAGEMENT

**Reference: *State Network Operating Standards***

- Maintain a Governing Board structure that includes President, President-elect, 1<sup>st</sup> Vice President, Treasurer.
- Meet as a Governing Board a minimum of four times a year.
- Submit Network event meeting schedule to State by the date requested.

- Submit annually a Business Plan to Nationals.
- Develop and submit an annual budget.
- Submit the State Annual Report to National by the deadline.
- Make every effort to participate in all State and National meetings.
- File annually State and Federal Tax Returns.
- Maintain a 501c6 IRS tax-exempt designation.
- Maintain D&O and Event/Liability insurance policies.
- Conduct periodic financial reviews.
- Conduct an election process according to operating model guidelines.

**Current Year Goals (and beyond)**

To become an efficient organization with the structure and capacity to fulfill the Council mission and vision.

<b>Strategy/Action</b> Conduct periodic evaluations with a checklist	<b>Deadline on-going</b>
<b>Strategy/Action</b>	<b>Deadline</b>
<b>Strategy/Action</b>	<b>Deadline</b>
<b>Strategy/Action</b>	<b>Deadline</b>

**GOALS: OTHER**

**Current Year Goals (and beyond)**

To provide an environment in which members support each other and work together to achieve personal growth and business success.

<b>Strategy/Action</b>	<b>Deadline</b>
<b>Strategy/Action</b>	<b>Deadline</b>
<b>Strategy/Action</b>	<b>Deadline</b>
<b>Strategy/Action</b>	<b>Deadline</b>



