

2014-2016

Women's Council of REALTORS®

Strategic Framework





Mission

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

Impact & Vision

Women's Council Impact

- Members exemplify the highest standard of industry professionalism and strengthen the REALTOR® brand in their communities.
- Members have the tools and resources for long-term business success.
- Members are sought after for their perspective and contribution at the local, state and national association levels.
- Members are recognized for their professionalism and success in real estate.
- Women's Council and the National Association of REALTORS® are essential partners in advancing the industry.



Women's Council Vision

1. We facilitate the professional growth and credibility of Council members as real estate experts in their marketplace.
2. We are a dynamic, accessible and diverse network, linking resources and member expertise to drive business success.
3. We identify, support and promote strong leaders in business, the Council, the industry, and in the broader community.
4. We promote the achievement and influence of women in real estate.
5. We are a magnet for career-focused REALTORS® with diverse backgrounds and a high level of professionalism.
6. We are sought after by other organizations as a source of leadership development and the businesswoman's perspective.
7. We are a network of strong chapters that consistently deliver value and provide a collaborative, trusted, welcoming environment in which members can achieve their business goals.
8. We are a strong organization with the resources and infrastructure necessary to fulfill our mission and realize our vision.

Women's Council Core Values

PROFESSIONAL CREDIBILITY

Members of the Women's Council of REALTORS® are career professionals. We operate based on a shared value system of integrity, respect, consistency and a commitment to excellence and continuous development.

THE POWER OF RELATIONSHIPS

Success in business today is achieved through positive, productive relationships. The Women's Council of REALTORS® provides an environment of collaboration in which members can form, build and maximize relationships for business and personal success. When members share their time, talent and experience, the industry is advanced.

LEADERSHIP

Every business, industry and community must have leaders who can see change that is needed, organize resources, and engage the hearts and minds of those around them. Through the Women's Council of REALTORS®, members develop and apply new found leadership skills and qualities across all areas of their personal and professional lives.

DIVERSITY

The Council member network is enriched through the celebration of and active outreach to the full diversity of our industry. At the same time, the strength of the organization lies in what unites us all—our shared values.

INVOLVEMENT

Active participation increases membership value. Every member can learn something from every other member. When members participate and share their experience and ideas, an exchange of value occurs that is one of the principal benefits of Council membership. Participation in the Women's Council of REALTORS® is the opportunity to contribute to change, and to be changed, personally and professionally.

SUCCESS

Success in business brings credibility, influence and greater opportunity. Wealth creation through business success leads to long-term financial security, greater independence and more quality of life choices.

INFLUENCE

Positive change comes from greater inclusion of women's perspectives in positions of influence in the real estate industry and in the broader community.



Strategic Framework Issues and Objectives

ISSUE: Referral and Network Building

Objective: Provide members with regular opportunities to build a network for referrals and professional contacts as a strategy to achieve business goals.

2016 Milestones

By the end of 2016:

Every Council program will include intentional networking opportunities that support members in building productive business-to-business relationships, including referrals.

Strategies

- Develop and conduct activities to facilitate networking and exchange of value between members at national meetings.
- Develop and provide sample activities local and state chapters can use to facilitate networking and exchange of value between members.

Issue: Education and Business Tools

Objective: Ensure that Council education and business tools reflect timely needs and issues of women business owners, drive bottom-line business results, and address the core skills of the REALTOR® business leader.

2016 Milestones

By the end of 2016:

Members have access to training, education and business tools that build skills and performance in the core competencies of the successful REALTOR®.

Strategies

- Identify the core competencies of the successful REALTOR®.
- Evaluate current Women's Council education and business tools, and develop programs, tools and follow-up strategies as needed for implementation at the national and chapter levels.
- Actively promote the education and tools available and ensure availability in the formats members prefer.



Strategic Framework Issues and Objectives

Issue: Chapter Effectiveness

Objective: Build the effectiveness of chapters as a consistent, high-quality delivery system for membership value and the Council brand.

2016 Milestones

By the end of 2016:

- Chapter management and operations are streamlined to attract and enable member involvement.
- Chapters deliver a consistent and valuable member experience.

Strategies

- Simplify and refocus the Annual Report on what an effective chapter must do to deliver a valuable members experience. Format the Report for online submission.
- Test a simplified chapter operations system, supported by organizational resources.

Issue: Council Image and Identity

Objective: Evolve the Council brand to better resonate with the changing needs and interests of the REALTOR®.

2016 Milestones

By the end of 2016:

- Members understand and can articulate the value of Women's Council membership as an essential part of their business strategy.
- Women's Council members are recognized as prominent business professionals within the industry and in their communities.

Strategies

- Redefine Women's Council key messages and retool collateral material as needed for use at the national, state and local levels.
- Develop and launch a Women's Council Strategic Framework communications plan, including:
 - a. Consistent key messages and presentation
 - b. Trained presenters
 - c. Delivery at targeted meeting opportunities that will reach the most members and chapter leaders
- Support local and state chapters in more effectively promoting the business value of their programs.
- Target opportunities to gain exposure for Women's Council at the national level in the business community.
- Develop a new member orientation packaged program for delivery at the local level.



Other Issues and Objectives to Be Addressed

Issue: Program and Service Delivery

Objective: Make programs and services at the national and chapter levels more convenient and accessible through the use of multiple media.

Issue: The Leadership Opportunity

Objective: Position leadership as a business-building strategy, and an essential skill set of the successful REALTOR® professional.

Issue: Voice of Women in Real Estate

Objective: Actively promote the contributions and influence of women as leaders in business, the real estate industry and the community.

Issue: External Outreach

Objective: Promote the mission of Women's Council and the professionalism of Council members through broader Council collaboration within the real estate industry.

Issue: Membership Development

Objective: Build and maintain the Council membership base of successful REALTOR® professionals.

Issue: Leadership Identification and Cultivation

Objective: Create and support development of an integrated leadership identification and cultivation system in the Council at all levels.

Issue: Council Structure

Objective: Create efficient opportunities for members to participate in the Council, exchange information and experience with others, and contribute to the Council mission.



2013 EXECUTIVE COMMITTEE

Chair: Anita T. Davis, PMN
Shannon L. Buss, PMN
Anita T. Davis, PMN
Deborah Tatum Gilmore, PMN
Sandra Hunt, PMN
Jo Kenney, PMN
Bob Nachman, PMN
Bobbie Nelson, PMN
Heather Ozur, PMN
Sindy M. Ready, PMN
Faith Reid, PMN
Margret Roberts, PMN
Sherri Souza, PMN
Narva Walton
Margo Wheeler Willis, PMN
Amy Worth-Paul, PMN
Chris Wretschko Dean, PMN
Melissa Zimbelman, PMN

2013 GOVERNING BOARD

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Debra-Dawn Alderson
Julie L. Anglesey, PMN
Gia Arvin, PMN
Joan Ballantyne, PMN
Brenda Ballard, PMN
Robbin C. Barnes, PMN
Erin Barry, PMN
Marie Barth, PMN
Deborah Battersby, PMN
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Nikki Boyd, PMN
Diana R. Braun, PMN
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Marty Chrisman
James Cristbrook
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Ann DeFries, PMN
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Beth Dorman
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