

Women's Council of Realtors

2022 STRATEGIC PLAN

State Network Goal: Identify and Develop Leaders

- Increase member understanding & participation of LID process at the local level through introductions at meeting, newsletters & new member orientations.
- Goal: Encourage 10% of membership to apply for LID. Currently have 0 members signed up and are allowed three spaces each year. Incorporate introduction of "Task is to Ask" flyer at local meetings to encourage participation.
- Encourage PMN designation and set up online and in person classes in Wisconsin to make the designation more accessible to all.
- Encourage use of scholarship funds to pay for advanced education and leadership development at the local level and explore developing a State Scholarship Fund.

State Network Goal: Develop and Support Local Networks

- Continue to acclimate as necessary to accommodate Post-COVID State-Local Network Communications.
- Focus on retention of current members by sharing the Vision & Value of membership at local meetings.
- Continue to encourage Fox Valley to grow their membership and provide support as needed to get their infrastructure organized, as well as providing support to all Boards and encourage a "Team" approach for success.
- Meetings with State Leadership Team to support local initiatives. Schedule 15-minute meetings to take place immediately following Governing Board meetings.

State Network Goals: Strengthen our Relationships & Collaboration within Industry

- Continue to represent WCR on WRA committee & local realtor association functions.
- Encourage partnerships with real estate related organizations and appoint liaisons to different associations.
- Continue to spread the responsibility to avoid "burn-out" of individual officers.
- Emphasize the importance of acknowledgment of new members, past presidents, board members and other volunteers within the industry to show appreciation, improve relationships & encourage partnerships.