

Fletcher Women's network

Strategic Plan 2018-2020

Mission

Fletcher Women's Network unites Fletcher alumnae of all generations and classes to support our professional and personal development and enhance our opportunities to contribute to our local, national and global community. FWN is a volunteer-driven organization governed by an Executive Committee and a Steering Committee of alumnae who represent a variety of graduation years, personal and career paths, and geographies of residence.

Vision

Our vision is that in five years:

- All women who graduate from the Fletcher School are aware of FWN and familiar with our work.
- There is a FWN local group presence in Boston, NYC and DC, as well as elsewhere in the United States and abroad.
- There are well established communication channels connecting Fletcher women around the world.
- FWN has a mentoring program for its members.
- In conjunction with The Fletcher School, FWN holds one large annual event each year.
- FWN has one or more revenue streams that can support selected operations and activities.
- FWN, in collaboration with The Fletcher School, serves as an important resource in supporting women's leadership initiatives.
- FWN is well-organized yet flexible to meet member expectations while also reflecting the changing experience, interests and abilities of the leadership and committee members.

SWOT Analysis

Strengths:

- FWN encompasses a world-wide network of strong capable women.
- Fletcher women value their education and the Fletcher network.
- In 2017 a significant number of women expressed interest in playing a role in the organization and operation of FWN.
- FWN has ongoing and valuable support from the Office of Development and Alumni Relations.
- The current organizational structure leverages the efforts of many people through a strong Executive Committee, four standing committees and a co-chair model.
- FWN maintains Google Drive as a portal where documents can be stored and accessed, creating a history that assists in sustainability.
- Fletcher alumnae are automatically added as members of FWN; they do not need to opt-in.
- FWN communication channels include a website, gmail, social media (Facebook and LinkedIn groups), as well as e-blasts and newsletters.

Internal Challenges

- Engaging FWN women, who as individuals have very busy professional and personal lives.
- Ensuring adequate distribution of tasks and responsibilities between members of the leadership group and committees.
- Optimizing roles of leaders and committee members given their different interests and stages of professional development.
- Managing the expectations of a sophisticated membership when FWN is both all-volunteer run and not yet a mature organization.
- Establishing a revenue base to support operations and activities.
- Establishing trust and personal relationships amongst the FWN leadership and committee members given the largely virtual nature of FWN.
- Reaching all Fletcher alumnae, which depends on them keeping their contact information current with the Office of Alumni Relations.

Opportunities

- Attract more women to FWN leadership roles who given their stage in life or career have more time to devote to the network, for instance: women who are taking time off to raise children; or those re-entering the workforce and focused on networking and building their resume; or those who are retired or working part-time.
- Fletcher women all over the world welcome opportunities to be connected to one another.

- Engage more Fletcher women across the globe in opportunities to network and participate in professional development by offering a spectrum of ways that women can engage with FWN.
- Develop a closer relationship with student groups, particularly Global Women and The Gender Initiative.
- Find ways to work more closely with Fletcher offices, faculty, and administrators.
- Leverage Fletcher resources to support operations and activities.

External Challenges:

- There are many professional and personal responsibilities and opportunities competing for Fletcher women’s time.
- In some locales, there are other Fletcher groups and activities competing for Fletcher women’s time.
- We have not yet established ourselves as a robust and active network in the eyes of Fletcher alumnae, leadership, staff, faculty and students.

Goals 2018-2020:

General and Executive Committee:

- Develop a strategy to generate some revenue to support operations, such as communications materials, a teleconferencing platform for meetings, etc.
- Establish a strong liaison with Global Women and The Gender Initiative to help them deliver programming to their members.
- Expand relationships with the Fletcher Office of Career Services, Public Relations, Media, Ginn Library and other departments, both to partner in supporting women and women’s leadership and to leverage their resources.
- In 2019 carry out an evaluation process of the FWN structure; and begin planning for next cycle of officers and committees.
- Encourage cross-committee work through ad hoc project teams.
- When committing to any project or initiative, ensure there is a point person for implementation.

Communications Committee:

- Continue to improve the FWN website with content and photos.
 - Include a calendar
 - Add a career resources page
 - Add a section on books by Fletcher women and faculty
- Send periodic e-blasts to update the membership with support from the Office of Alumni Relations to:
 - Inform about specific events
 - Provide updates and calls to action (quarterly newsletter)
- Expand use of social media:
 - Regularly post articles of interest
 - Include options to stream events from the Facebook page
- Expand FWN Branding.

- Create a graphic and slogan for FWN
- Explore merchandising
- Support other committees with their communications needs.

Events Committee:

- Support existing annual events.
 - Graduation Tea
 - Student Career Trips
- Identify Fletcher events in which FWN can play a role by leveraging these events, creating greater opportunities for FWN membership.
 - Annual Gender Conference
 - Annual Fletcher Women’s Leadership Award
- Identify several new events for 2018 and 2019.
 - Execute a short membership survey to gather ideas.
- Work with local FWN groups on events they initiate.
- Support other committees with their needs relating to events.

Local Groups Committee:

- Re-establish a FWN/Boston group.
- Liaise with and support the FWN/DC group.
- Encourage the development of groups in other cities and regions around the world by outlining a flexible framework for creating, operating and sustaining a local group.
- Develop several opt-in communications methods that can be adopted by local groups.
- Develop a range of activities and programming to suggest to local groups so they can tailor to the needs of their specific audience.
- Work closely with Professional Development and Events on programming that can be offered to local groups.

Professional Development Committee:

- Launch an alumna-to-alumna mentoring program.
- Working with FWN social media, launch a series of posts on Women in Leadership by committee members and guest curators.
- Explore the possibility of piloting an annual series of leadership workshops for women in conjunction with Fletcher Women’s Leadership Award (FWLA) in 2019.
- Coordinate with Events, Local Groups and Fletcher Office of Career Services to host FWN events at the three career trips in 2019.
- Support professional development events at active local chapters.
- Work with student leaders of the Gender Conference to build a plan for FWN participation in 2018 and 2019.

Adopted by FWN Executive Committee
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