

Women's Council 2045 Vision

The Women's Council is for every woman who dares to pursue the career she always wanted. We are: defining what it means to be a professional woman, building stronger women and more meaningful networks, and have an amazing group of women who are unafraid to be bold in their professions.

The Women's Council is actively changing the landscape of women professionals in Rochester. As a result of our efforts in alignment with others, women make up at least one half of the region's leadership. The proverbial Boardroom includes more women and better reflects the greater community. There is no questioning women's voices, opinions, or leadership. Women no longer need to talk about equality—in pay, in promotions, and in conditions at work overall.

Our members walk in every level and facet of industry, and are unafraid to do well, give back, and move forward. Our goal is this: everywhere you turn, you'll meet a professional woman connected to Women's Council. We are:

- At the cutting edge of and a hub for the latest and most credible data on gender equity issues and strategies, and are a catalyst to close any gaps we find in the Greater Rochester area.
- A group of influencers, who have impact and high standards; but,
- Approachable, open, and accessible.

We also:

- Foster equity in opportunities and in representation for women and women of color;
- Expose and inspire women to opportunities they may have never pursued;
- Collaborate and create partnerships to strengthen the business landscape across
- Rochester for all professional women; and,
- Provide access to women at different levels and industries who you wouldn't normally connect with, but want to or should.

The Women's Council is your net that works. We are the most top of mind organization for successful professional women in Greater Rochester. Women's Council members support and collaborate with other women, no matter what, irrespective of level, role, age—through each stage of their career. Women know the effects of Women's Council on women's careers and they feel the responsibility to pay it forward to the next generation of women leaders.

Women's Council has a voice and it has power. #powerbrokers

BRAND PROMISE
Recognizing and empowering success

CHARACTER
Genuine, Fun, Aspirational, Confident, Approachable, Supportive, Focused

FUNCTIONAL BENEFITS
Recognition (Awards), Networking, Leadership opptys, Professional/personal support, Intellectual enrichment

EMOTIONAL BENEFITS
Connected, Encouraged, Inspired, Empowered, Accomplished

MISSION

To increase the visibility and recognition of women who contribute to the vitality and economic success of the Greater Rochester Area. To increase opportunities for personal and professional development. To support efforts of women to reconnect with professional aspirations. To support women through community service initiatives that advance our mission.

2045 VISION

The Women's Council is for every woman who dares to pursue the career she always wanted. We are: *defining* what it means to be a professional woman, *building* stronger women and more meaningful networks, and have an amazing group of women who are *unafraid to be bold* in their professions.

STRATEGIC INTENT: The Women's Council is the most valuable organization for professional women in Greater Rochester.

KRA

STRATEGIES

TARGETS

Diverse, multi-generational network of women leaders
A) Reimagine YWOD to create richer experience beyond the event
B) Create "give and take" opportunities between early-career and mid-to-senior career women
C) Develop proactive approach to increasing diversity of membership (race, age, sexual orientation, industry, skill set, experience)

FOR ALL OF THE BELOW: Identify taskforce
A) Host member roundtable to help reimagine YWOD
A) Tactic around staying connected to YWOD of distinction as they go through college
B) Engage women of different ages in crafting "give and take" program structure
B) Host 2-3 structured annual "give and take" events (speed mentoring, small table discussions, Moxie-like events)
C) Establish Board and ATHENA finalist measures
C) Conduct audit of membership
General: Above prog ideas are pilots, get constant feedback after events/progs & modify as necessary

At the forefront of professional women's equity movement
A) Become central resource for information and data on where women stand in the workplace (board representation, in leadership roles, women of color)
B) Devise annual action plan to make progress against regional research findings

A) Lead research study on where women stand in the workplace (board representation, in leadership roles, women of color)
• Publish results (press conference, report)
• Host event to discuss/devise action plan to make progress on results
A) Create section on website to house data (curated or original)

TO BENEFIT ALL KRAs: Hire 1-3 interns per year to support strategic planning efforts

Deepened impact w/ WC community
A) Foster deep connections between members
B) Foster deep connections within and between ATHENA classes
C) Develop strategic partnership opportunities w/ Chamber & others (men, members, non-mems)

FOR ALL OF THE ABOVE: Proactive promotion of programming/events
A) Touchpoint analysis for membership communications; Revamp where appropriate (idea: letterhead w/ board member names)
A&B) Annual survey to measure progress/solicit feedback; revamp and make changes as appropriate
A&B) x# of listening tours/year with a particular focus area; report on findings and incorporate into programming
A&B) Engage women already involved w/ WC for taskforce/committee/board positions
B) Create sustainable model for bi-monthly ATHENA get-togethers (annual Co-Chairs-one ATHENA & YP- w/ support from Chamber liaison planning resource); Roll out in 2019
C) Play influential role in annual women's conference
C) Present annual update at Chamber board and/or staff meetings
AB&C) Annual "State of Rochester's prof women" event