

ACE WOMEN'S NetworkTM Delaware

STRATEGIC PLAN 2013-2016

MISSION STATEMENT

In keeping with the mission of the national organization, DAWN connects women in higher education and provides support to further their professional development and advancement. DAWN is committed to demonstrating ACE Women's Network IDEALS core principles which include:

- Identifying women leaders;
- Developing women's leadership abilities;
- Encouraging the use of those abilities;
- Advancing women's careers;
- Linking women to other women and mentors; and
- Supporting women in mid- and executive-level positions throughout their careers.

VISION STATEMENT

The Delaware ACE Women's Network (DAWN) will be recognized as the premier resource for women in higher education in Delaware empowering them to showcase their talents, achieve career success, and build a legacy for women leaders. To support this vision, we will provide diverse opportunities for networking and mentorship, develop targeted professional development programming, and create opportunities for focused leadership training.

Goals

Goal 1: Identify women leaders in higher education.

Objective: Spotlight local women trailblazers in higher education in order to encourage the next generation of Delaware leaders.

Action Strategies:

1. Create opportunities to celebrate the leadership accomplishments of DAWN members and other women leaders in higher education.
2. Launch multi-media promotion (web, videos of past recipients, etc.) of DAWN Rising Star and Leadership award nomination processes to ensure diverse candidate pools.
3. Solicit information on member achievements and promotions.
4. Create a shared resource of DAWN member achievements/promotions for publication and distribution on the website and in newsletter format.
5. Develop a "Pathways to Success" spotlight series featuring the stories of DAWN members.
6. Perform outreach to new members and potential members recently employed at Delaware higher education institutions through welcome packets, website communications, social media, phone calls and email.
7. Share self-assessment tools to promote member self-identification as leaders.
8. Develop communication plan to advertise above action strategies.

Goal 2: Develop women's leadership abilities.

Objective: Facilitate growth in leadership potential by strengthening members' connections to each other and access to cutting-edge resources.

Action Strategies:

1. Develop marketing plan to promote job shadowing program.
2. Create a protocol for recruitment and tracking of DAWN job shadowing participants.
3. Identify best practices for the development and advancement of women leaders at ACE member institutions.
4. Assemble a list of leadership development programs and resources at the national, regional and local level.
5. Develop a clearinghouse of success strategies and resources to be shared with members and used to inform leadership programming.

Goal 3: Facilitate the use of women’s leadership skills.

Objective: Establish DAWN committees as an effective vehicle to develop member skills and leadership abilities.

Action Strategies:

1. Establish a Standard Operating Procedures (SOP) Committee to create guidelines for:
 - a. setting annual goals
 - b. recruiting members
 - c. leading a committee
 - d. handling leadership transitions
 - e. regularly assessing members’ perspective to identify programming needs
 - f. creating a process for selecting DAWN members for leadership training opportunities
 - g. other tasks as will be determined by DAWN leadership
2. Highlight the work of each committee periodically to enhance recruitment of members.
3. Solicit participation in activities that highlight member skills such as:
 - a. Writing leadership articles on a variety of topics; and
 - b. Writing recap summaries of guest speaker presentations from the member perspective (3 Take-A-Ways/Key Points).

Goal 4: Advance women’s careers.

Objective: Lift the profile of DAWN regionally and foster a “culture of advancement” among DAWN members.

Action Strategies:

1. Identify marketing communication vehicles to promote DAWN leaders and signature events.
2. Increase DAWN visibility and develop strategic partnerships with key national, regional and local organizations.
3. Assist members in developing skills and mindsets for advancement:
 - a. Plan professional development workshops on:
 - i. negotiating salary;
 - ii. positioning oneself for promotion; and
 - iii. attracting mentors/sponsors and advocates.
4. Identify leadership training opportunities for DAWN members.

Goal 5: Link women to each other and mentors.

Objective: Develop internal and external opportunities for members to establish new relationships at structured events, activities and programs.

Action Strategies:

1. Evaluate the feasibility of a DAWN mentoring program.
2. Design a program on best practices for attracting mentors.
3. Build networking activities/icebreakers into appropriate DAWN events.
4. Foster small group interaction at events through table top exercises.
5. Appoint DAWN “ambassadors” at all events who will be charged with greeting members and facilitating introductions between members.
6. Develop connections for members by partnering with prominent women organizations.

Goal 6: Support women in mid- and executive level positions throughout their careers.

Objective: Create a signature leadership conference and professional development opportunities that target issues affecting mid- and executive women leaders.

Action Strategies:

1. Host a leadership conference sponsored by DAWN.
2. Annually appoint a leadership conference committee to determine a path forward and timeline for execution of tasks.
3. Incorporate conference track programming to address the specific issues of various levels of women leaders.
4. Regularly assess programs and events.
5. Create targeted professional development opportunities based on member feedback.
6. Establish a protocol by which all DAWN speakers are prepared to convey information appropriate to basic and/or advanced levels of leadership depending on member needs.

Adopted: December, 2013

Revised: June, 2014