

YALEWOMEN – 2018, 2019, AND BEYOND

- **Vision:** Connecting Women, Igniting Ideas, Transforming the World
- **Mission:** To create a vibrant, engaged community of alums, drawn together by the common thread of our Yale experiences, that is committed to advancing women's voices and perspectives and to enriching and inspiring one another, Yale, and the world
- **Key Themes:** Connectivity, Voice, Parity
- **Where:** Locally, Globally and at Yale
- **When:** Lifelong
- **Core values:** inclusiveness, compassion, learning, excellence, equality, integrity

"If we do the work that people want to do, then more people will do the work"

2018-2019 Plan Executive Summary:

The 2018-2019 plan envisions that YaleWomen will continue to do and support its most successful engagement endeavors: produce webinars, produce a quarterly newsletter, support its chapters with toolkits and program ideas and use YW's social media platforms to push out its content to its constituents and beyond. Launching and supporting chapters is an intensive process and new chapter locations must be chosen judiciously.

The 2018-2019 plan envisions that YaleWomen will complete the planning that has begun to award its second YW Awards. A conference will be planned to surround the 3rd award (2019-2020) that will coincide with the year that Yale will be celebrating 50WomenatYale150 or co-education. YW plans to be an important contributor to the excitement and engagement of alums in the celebration of co-education, while capitalizing on the events to draw attention to YW's work.

YaleWomen will conduct a survey of its members to understand their needs and wants and use that data to create a plan to increase engagement; this work will be performed by a new committee called Membership and Engagement. A logical additional engagement offering, virtual chapters and virtual affinity groups, will be explored and recommendations made.

YaleWomen has chosen parity as its driving aspiration. The Parity Committee/Task Force will be tasked with further defining parity and with defining what the organization can do to make a difference.

To support YW's efforts, YW must ensure that it has the right resources: a sufficient number of active volunteers, funding and appropriate tools. In 2019-2020, launching the new knowledge management platform will be a critical endeavor.

YW COMMITTEES AND PROPOSED CHANGES

- Officers – Meet regularly to manage the organization
- Governance – Create and revise, as necessary, bylaws and policies, and nominate and oversee the election of council members and officers
- Fundraising – Raise funds to support YW's activities and guide fund development
- Communications – Create quarterly newsletter; manage website content and social media (intern)
- Communications Infrastructure – Determines the electronic support mechanisms for communications such as the website and member management platform and knowledge management system
- Chapters – 1) Chapter leaders who meet monthly to discuss best practices and to educate chapter leadership and 2) Chapters committee that is responsible for the formation and support of the chapters
- Programs – Creation and execution of webinars, events and other programs
- YW Award/Awards – Establish criteria and select award recipients; manage honorary event
- Finance – Oversee the finances and tax compliance of the organization
- **Membership and Engagement Committee** - analyze the data to see how people cross between touchpoints, identify the # of actively engaged alums; recommend and implement strategies to recruit, engage and retain members
- **Virtual Chapters** – recommend how to proceed with virtual chapters or affinity groups for YW
- **Parity** – define parity and define what the organization can do to make a difference

STRATEGIC GOAL #1: LIFELONG LEARNING

Aspiration: Educate and empower YaleWomen and beyond through events, programming and communications

Strategies for 2018-2019:

1. Produce 3 webinars and associated podcasts that promote YW's brand and parity and add this content to YW's YouTube library
 - Topic ideas: Mentorship versus sponsorship: what is the difference? When to ask for each one and how?; How to make LinkedIn work for your professional advancement; Work-life balance; Reintegrating into the workforce; How to succeed in a second act; Using your Law degree outside of the legal profession; Presentation skills (aka Gendered language – what women do that is self-defeating); Raising self-confident daughters and sensitive sons
 - Future: partner with other ivies for more robust content and co-marketing; re-name previous content on YouTube to drive more viewership

Performance Measures: # of webinars and # of webinar attendees, repeat and one-time; # of YouTube views

Responsible Committee: Programs

Supporting Committee(s) and Role(s): Communications Infrastructure; Parity

2. Produce a quarterly newsletter that promotes YW's brand and parity and use the content strategically throughout YW's social media
 - Publicize our strengths and accomplishments
 - Include bios and photos of council members
 - Focus on needs/priorities of our members: young alums; parents, 50+

Performance Measures: # of newsletters; open rates; hits on social media

Responsible Committee: Communications Content

Supporting Committee(s) and Role(s): Communications Infrastructure; Parity

3. Prepare plan for a Conference in 2019/2020 to be held in conjunction with the YW Award
 - Develop sponsor target list
 - Develop preliminary content focused on parity and education (per the 50WomenatYale150 celebration)

Performance Measures: # conference attendees; sponsor \$

Responsible Committee: Programs

Supporting Committee(s) and Role(s): Fundraising; Communications Content

STRATEGIC GOAL #2: BUILDING COMMUNITY

Aspiration: Expand YW Membership, enable and deepen engagement and inclusion of members, improve the vibrancy of the organization and its impact

Strategies for 2018-2019:

1. Increase the # of engaged members (opt ins, event attendance, chapter involvement) by 10%; in order to facilitate the process, conduct a survey to assess the needs and wants of the YW community; analyze the data and collaborate with YW committees (and others as necessary) to develop a plan to deliver the programming and content that is of greatest interest to the YW community.

- Develop a plan for reaching GOLD and grads
- Leverage 50WomenatYale150 for engagement
- 360 view: what does it mean to be a woman? Create a new definition that is inclusive

Performance Measures: # of survey respondents and associated data collected; Ladder of engagement: awareness, engage, lead; # who join; # who click on newsletter; # attending events; # participate in social media platform; # nationbuilder monthly new additional; # younger cohort participation

Responsible Committee: Membership and Engagement

Supporting Committee(s) and Role(s): Communications Infrastructure and Content

2. Increase alumni engagement in In-Person Chapters by 10%

- Identify additional locations for in-person chapters (maybe, the Midwest): chosen judiciously
- Continue evaluating and working with chapters to be sure they operate as the lifeblood of YW
- Work on Toolkit to increase engagement in existing chapters
- Tap into programming developed by the Parity committee and the 50WomenatYale150 celebration
- Create guide for Yale Day of Service; 35,000 Yale women: same community effort on the same day
- Future: Live-streaming other chapter events to in-person and virtual chapters

Performance Measures: # of alums engaged in chapters: event attendance; # on each list

Responsible Committee: Chapters

Supporting Committee(s) and Roles (s): Membership & Engagement; Communications Infrastructure; Parity

3. Research best practices and prepare a recommendation to the YW Council on virtual communities

Performance Measures: Report

Responsible Committee: Virtual Chapters

Supporting Committee(s) and Roles (s): Chapters

4. Use YW's social media platforms to promote the YW brand and objectives and to build community: create a specific plan and objectives for numbers of postings and content direction

- Use LinkedIn Blogs and create blogs out of webinars
- Manage/organize the YouTube library to be more user friendly and enticing

Performance Measures: # of postings

Responsible Committee: Communications Infrastructure

Supporting Committee(s) and Role(s): Communications Content

STRATEGIC GOAL #3: CONTRIBUTING TO SOCIETY

Aspiration: Through the actions, activities and influence of YaleWomen, parity for all women in all ways is achieved.

Strategies for 2018-2019:

1. Detailed strategies and actions to be developed by the Parity task force using the ideas generated at the planning session –

Pledge to Parity: ORIGINAL DRAFT

YaleWomen commits to take actions to achieve gender equality regardless of race, ethnicity or sexual orientation in leadership, power and opportunity. We respect and value difference. Our commitment extends to actions that are active, proactive and reactive.

Active:

Be aware and focused on parity in all our actions as a community. (Embeddedness)

Communicate broadly that YaleWomen is committed to gender parity.

Encourage benchmarking of and/or develop a platform for progress reports highlighting key statistics beginning with the Yale alum organizations to ensure accountability. (and moving to other important arenas)

Proactive:

Articulate the correlation between equity and institutional excellence and success.

Describe what parity would look like, what its most essential elements are.

Share leadership practices and experiences, what are women doing to make a difference.

Be a source of encouragement and knowledge for women who want to pursue leadership roles.

Work together as an inclusive, engaged community of alums to support women for leadership roles.

Reactive:

Use our YaleWomen voices, individually and collectively to identify discrimination or backlash (such as workplace bias, sexual harassment, humiliation, violence, exclusion of a woman's voice) and offer guidance to reach parity.

Performance Measures:

Responsible Committee: Parity

Supporting Committee(s) and Role(s): All committees

2. Complete the planning for the 2018 YW Award and conduct planning for the 2019/2020 award focused on education and combined with a conference; consider an award for students: could be a book award; could be held on campus with scholarship \$

Performance Measures: # conference attendees; sponsor \$

Responsible Committee: YW Award; Programs

Supporting Committee(s) and Role(s): Fundraising; Communications Content

3. Increase alumni engagement in Yale Day of Service

- Create guide for Yale Day of Service; 35,000 Yale women: same community effort on the same day
- Create a guide or program in a box for chapters or individuals to implement in their communities

Performance Measures: # of alums engaged YDOS

Responsible Committee: Membership and Engagement

Supporting Committee(s) and Roles (s): Chapters

STRATEGIC GOAL #4: CONTRIBUTING TO YALE

Aspiration: YaleWomen is recognized by Yale as a significant contributor to the engagement and inclusion of female alums and as a significant contributor to the university

Opportunities for Influence include: Assembly, Philanthropy, Faculty, Values

Strategies for 2018-2019:

1. Be an important contributor to the excitement and engagement of Yale alums in the celebration of co-education at Yale, aka 50WomenatYale150
 - Create Chapter events to shadow the celebration
 - Rally/event surrounding the 2018 Yale-Harvard Game at Fenway Park
 - Encourage chapters and/or organize groups of women to come to Yale to take advantage of all of the programming that the schools/organizations are planning over select weekends

Performance Measures: How many Yale women are engaged due to YW's efforts

Responsible Committee: Chapters , Officers

Supporting Committee(s) and Role(s): All committees

Future considerations:

Define and measure how YW demonstrates its value to Yale

Make the case for Yale's support of YaleWomen

Fundraise and create an endowment to support women at Yale

OVERALL SUPPORT OF ALL GOALS: SUSTAINABILITY

Aspiration: Ensure that the organization has sufficient volunteers (particularly in leadership roles) to successfully complete its objectives

Strategies for 2018-2019:

1. Expand committees to include non-council members
2. Clearly communicate in writing the expectations for council members including being as committed as the committee chair to the committees on which we serve
3. Conduct a robust onboarding process for new council members including having a buddy system
4. Conduct board development activities during council meetings/phone calls
5. Institute a quarterly call for committee chairs to share ideas/collaborate

Performance Measures: # of non-council members on committees, # of council applicants

Responsible Committee: Officers

Supporting Committee(s) and Role(s): All committees

Aspiration: Successfully raise funds to support 2018-2019 objectives

Strategies for 2018-2019:

1. Recommend fundraising opportunities including annual and year end appeals
2. Raise funds for the YW award and celebration

Performance Measures: \$ raised

Responsible Committee: Fundraising

Aspiration: Successfully use technology to support the organizations goals and objectives

Strategies for 2018-2019:

1. Complete the migration to the new knowledge management platform and train all council members and chapter leaders
2. Organize the YouTube library to be user friendly
3. Re-vamp the website including having the ability to capture better analytics

Performance Measures: use of knowledge platform; # of YouTube library viewers

Responsible Committee: Communications Infrastructure