



# Georgia State Chapter

## STRATEGIC PLAN 2015-2017

### Mission Statement

*“We are a network of successful REALTORS® advancing Women as professionals and leaders in business, industry, and the communities we serve”*

## Definition:

Women's Council of REALTORS® focuses on the individual member by providing opportunities to enhance Business Skills, Leadership Skills, while providing mentoring, education and networking opportunities.

### Purpose Statement

The Georgia State Chapter of the Women's Council of REALTORS® **promotes** local chapter excellence, and the development of strong leaders for the Council, the profession and the community.

## Goals of the State Chapter

In pursuing its goals, the State Chapter strives for the following outcomes.

- To be a valued resource for local chapters *and business resource chapters, providing support* to meet operational needs and a range of resources, including training, mentoring, recognition and tools.
- To be a model for local chapter excellence and provide ongoing training and support for local chapters in leadership operations and programs for efficiency, accountability and excellence.
- To create leadership skills training programs to ensure the success of those seeking leadership opportunities within the Women's Council of REALTORS® and the communities we serve
- To be the voice of Women's Council of REALTORS® in Georgia, by leveraging the influence and expertise of our members through productive relationships with: *Local Association of Realtors the Georgia Association of REALTORS® and other professional organizations.*
- To focus as a team to accomplish our goals and to maximize use of our resources to achieve them.

**\*\* Indicates a top priority for 2015**

## **Key Result Area: CHAPTER EFFECTIVENESS**

**Long-term Goal:** Operate a customized chapter support program that targets the diverse needs of local chapters around the state.

### **Milestones**

1. \*\*Continually enhance the planning, content, delivery, format and duration of State Chapter programming to ensure that each session provides a model and/or tangible take-away (e.g., program module, tips list) leaders can use for education at the local chapter level.
2. \*\*Support the National membership recruitment/retention model.
3. Continuously enhance the local chapter support system to include: a) scheduled on-site visits, b) regular communications, c) support at joint meetings and events (e.g., Business Forums, *Leadership Development training*, State Chapter Meetings) e) provide mentor support.
4. \*\*Maintain a system of routinely soliciting feedback (e.g., written evaluation forms, President to President calls) on State Chapter meetings.

## **Key Result Area: LEADERSHIP AND BUSINESS RESOURCES**

**Long-term Goal:** Design and implement a leadership development strategy that strengthens the influence and visibility of the Women's Council of REALTORS® within the real estate community at the state level, and identifies supports and leverages the leadership potential of members.

### **Milestones**

1. Continue to identify and develop leaders at the local and state level.
2. \*\*Create a State Leadership Academy modeled after the National Academy
3. \*\*Continue a local chapter mentor program and provide support (DVP, Governor, and Line Officer Liaisons).

## **Key Result Area: PROMOTION OF THE WOMEN'S COUNCIL OF REALTORS® VALUE/BRAND**

**Long-term Goal:** Fully integrate the National Women's Council of REALTORS® mission, vision and values into all State Chapter programs, activities and communications.

## **Milestones**

1. \*\*Integrate our state website to centralize access to business and educational resources (e.g., streaming video of programs, education modules for local use) and ensure consistency of key messages about Council value.
2. \*\*Encourage local chapters to identify several organizations with which chapters can form a relationship to provide business value to members (e.g., Toastmasters, networking groups, business groups, etc). Survey local chapters on existing relationships in place.
3. \*\*Continue to increase the PMN designees and co-sponsor one PMN Class per year.
4. Initiate other market mediums (i.e.: radio and video blogs) to interview Strategic Partners and Realtor members (Task Force).
5. \*\*Continue to routinely gather information on industry trends *to assist local chapter leaders in designing programs around the latest trends.*

## **Key Result Area: GOVERNANCE**

**Long-term Goal:** Ensure the structure and resources of the State Chapter are focused on the development and support of local chapters and their leadership. Build adequate resources to fulfill the State Chapter purpose.

### **Milestones**

1. Continue to orchestrate the strategy of one-on-one support to local chapters. (Assign a subgroup of the Board to this milestone and engage local chapter leaders in the process.)
2. \*\*Continue use of technology to provide more frequent, personal communication
3. \*\*Continue to evaluate the State Chapter committee structure to ensure meaningful, substantive involvement opportunities for members where their expertise is needed, and convenient ways to participate.

## **Key Result Area: Non-Dues Revenue**

**Long-term Goal:** Develop multi-year committees from the Leadership Focus Group to insure the state chapter has Strategic Partnership funds and profitable fundraisers to supplement the budget.

### **Milestones**

1. \*\*Supplement projected annual income with funds derived from annual fundraisers. Fundraising income will be used to strengthen reserves and provide for the Harriet Konter Leadership Scholarship.

## **Key Result Area: Membership Growth**

**Long-term Goal:** Develop a Chapter Membership Growth Plan that provides a high quality delivery system for membership value and the WCR brand..

### **Milestones**

1. Ensure that all chapter business resource meetings and education offerings are promoting consistently and effectively, bottom-line business development tools and resources, and address the core skills of the REALTOR® business leader.
2. Develop messaging content on the value of WCR membership that members can use with clients and peers.
3. Implement a meeting/ education session effectiveness template form for local chapter meeting planners to use when selecting or planning topic, speaker/panel etc and content value messaging. The form will be included in the LCP report to state for each meeting and or education session.
4. Continue to routinely gather information on industry trends to assist local chapter leaders in designing programs around the latest trends.
5. Track local chapter growth with the implementation of these milestones for 1 year and adjust as needed for effectiveness.