

WOMEN TRANSFORMING CITIES STRATEGIC PLAN 2014-2017

Mission: To transform our cities to work for all women and girls, through community engagement, inclusive policies and equitable representation.

Vision: To live in cities where all women and girls have real social, economic and political power.

<u>Critical Success Factor</u>	<u>Goals</u>	<u>Responsible Party</u>	<u>Timeline</u>
<p>1. Organizational Structure</p> <p><i>The purpose of this strategic direction is to optimize WTC organizational functions.</i></p>	a. Develop a leadership policy handbook, including but not limited to, job descriptions for the Board of Directors, roles and responsibilities, ex-officio roles, accountabilities, code of conduct, deliverables, qualifications, dispute resolution, quorum, and meeting structure.	Board of Directors	0-12 months
	b. Develop an annual organizational financial plan – including but not limited to, annual budgets and list of potential sustainable funding sources.	Board of Directors, Treasurer, Fundraising and Donor Development Representative	0-12 months
	c. Determine the feasibility for, develop a job description for, and hire, administrative staffing for office and/or fundraising functions.	Board of Directors	12-36 months
	d. Develop a leadership succession plan to identify, recruit and mentor new leaders with diverse representation.	Board of Directors	12-36 months
	e. Create a Board and Committee structure that allows for further involvement and engagement and mentoring of volunteers.	Board of Directors	0-12 months

<p>2. Government Relations</p> <p><i>The purpose of this strategic direction is to work with Lower Mainland municipal governments to lobby that the purposes of WTC are 'on the agenda'.</i></p>	<p>a. Develop relationships with municipal candidates and parties for the November 2014 election to encourage the use of an 'equity lens' and commitment to WTC supported policies.</p> <p>b. Publish recommendations, short position statements ("pink papers"), materials, questionnaire to parties, etc. to put WTC issues on the election table.</p> <p>c. Submit official comments to, and attend public hearings for, the City of Vancouver on appropriate topics, including but not limited to budgets.</p> <p>d. Submit proposals to the Union of BC Municipalities (UBCM) and the Federation of Canadian Municipalities (FCM) for participation in annual conferences - and submit WTC publications for official recognition.</p>	<p>Board of Directors</p> <p>Outreach Committee, Board of Directors</p> <p>Board of Directors</p> <p>Outreach Committee</p>	<p>0-12 months</p> <p>0-12 months</p> <p>0-36 months</p> <p>0-24 months</p>
<p>3. Education</p> <p><i>The purpose of this strategic direction is to provide multiple avenues of education programming on women's issues in cities.</i></p>	<p>a. Establish an annual plan for the Cafes - including schedule, format, budget, topics, publication structure, and modes of distribution.</p> <p>b. Establish an annual plan for major events (e.g. conference or forum) - including schedule, format, budget, topics, publication structure, and modes of distribution.</p>	<p>Café Organizing Committee</p> <p>Events Organizing Committee</p>	<p>0-12 months</p> <p>0-12 months</p>

<p>4. Outreach and Public Relations</p> <p><i>The purpose of this strategic direction is to facilitate awareness of women's issues in cities.</i></p>	<p>a. Develop a marketing and communications plan – including, but not limited to, social media, brochures, marketing materials, press releases, etc.</p> <p>b. Develop a membership recruitment campaign for diverse representation of members (e.g. individual membership and organizational membership), including an outline of member benefits.</p>	<p>Outreach Committee</p> <p>Outreach Committee</p>	<p>12-24 months</p> <p>12-24 months</p>
<p>5. Partnerships and Relationships</p> <p><i>The purpose of this strategic direction is for WTC to enter into relationships with organizations that support our mission and vision.</i></p>	<p>a. Coordinate the ongoing involvement of the 'endorsers' – potentially including role definition, organizational membership, new connections, funding, etc.</p> <p>b. Create guidelines to confirm appropriate current and identify new organizations with which WTC should partner – potentially including attending events, speakers, workshops, cafes, position statements ("pink papers"), etc.</p>	<p>Outreach Committee</p> <p>Board of Directors</p>	<p>12-36 months</p> <p>12-36 months</p>