

Strategic Plan for WELV

As of July 11, 2017

PURPOSE: *The purpose of WELV is to bring together individuals to address issues related primarily to the concerns, interests, advancement, accomplishments, and special contributions of women in or aspiring to educational leadership.*

To accomplish this purpose, WELV engages in conferences and workshops, electronic communication, networking, and mentoring. The organization aims to reach (but is not limited to) women in education, pre-school through university. Its members include principals and assistant principals, teachers, superintendents, central office administrators, university faculty, and other school leaders.

Goal: Provide opportunities to increase connections and resources for women educators throughout the state of Virginia through the website, quarterly newsletter, regional workshops, and annual conference with a focus on developing leadership skills both inside and outside of the classroom.

Objective	Description	Timeframe	Details as of July 2017	Person (s) Leading
1. Communications	Continually update the website with resources and connections to provide information and opportunities to members in a timely manner	Update Monthly	Judy Lam will manage the website. WELV documents will be housed on the website. Judy Lam will set up a new website that will be more user friendly for updating.	Judy Lam Elaine Fogliani
a. newsletter	Publish and disseminate online each (September, December, and February). Email newsletter to members as attachment and then have available on website.	September December February	The Fall 2017 Newsletter is under construction.	Elaine Fogliani Judy Lam Shannon Beasley
b. social media	Increase awareness of		WELV now has presence on	Regina Turner

	WELV and its mission through the use of Social Media.		Facebook, Twitter, Instagram	
c. Regional events	Work with Regional Reps to increase membership within regions and develop regional events for members.		Region 1 Affiliate Region 3 Gloucester County Fredericksburg Affiliate WILD Region 4 Affiliate WALL Region 5 Higher Education – Held a one day conference in June Lynchburg City Affiliate WILD	All Regional Reps Regina Turner Jennifer Cavanaugh Taneshia Rachal Shannon Beasley Elaine Fogliani
d. Develop a Leadership Academy for Women			This would need the resource support of a grant.	Elaine Fogliani
2. Sponsorships	Sponsorships for WELV are solicited on an annual basis. Different levels of sponsorship provide opportunities such as table at annual conference, advertisement or article in quarterly newsletters, and a table at regional events.	Ongoing		Elaine Fogliani Judy Lam Board Members
a. Increase sponsorships	Actively recruit sponsors through creating a database of potential sponsors and contacting them soliciting support.	September	A request for conference sponsors will be sent out by October 1.	Elaine Fogliani Judy Lam

b. Expand sponsorships beyond conference	Set up partner sponsors that are given links on the newly designed website.		Goal for 2017-18 are three business partners. American Fidelity is the first business partner. Moseley Architects is the second Business Partner.	Elaine Fogliani Board
3. Mentoring	Determine level of interest and develop year-round program to pair, engage, and support mentors and protégés		Develop a written system for identification of those who are interested in mentorship and a written list of the program goals and activities. The mentorship program needs to be linked to the Annual Conference.	Margaret Blackmon Linda Reviea Merle Herndon Elaine Fogliani
4. Outreach	Continually expand the outreach of the Annual Conference through sponsorships of areas of the state and levels of leadership not currently represented at the conference. Promote a network of WELV Ambassadors, representing school divisions and individual schools who can increase conference participation and serve the mission of WELV.	The goal is to have an Ambassador in each school district.	In 2017 a scholarship was given to the Region 7 representative. The goal for 2018 is to provide 3 scholarships for Region 7. There are now 11 Ambassadors representing Amelia County Schools Charlottesville City Schools Franklin County Schools Gloucester County Schools Henrico County Schools Mecklenburg County Schools Norfolk City Schools	Elaine Fogliani Gina Wohlford Board Elaine Fogliani Regina Turner

	Explore opportunities to develop national awareness of the mission of WELV which would strengthen WELV's influence and position the organization for receiving additional resources.		Prince William County Schools Virginia Union University Virginia Dept. of Corrections	Linda Reviea Elaine Fogliani Margaret Blackmon
5. Annual Conference	Design an annual conference program that will attract at least 100 participants with the goal of 150.		The 2018 Conference Program is anchored by national speaker and author Shelley Burgess with other keynote speakers confirmed.	Elaine Fogliani Judy Lam Board
6. Budget	Increase revenue through various means.			
a. Increased sponsorships at annual conference	See Objective 2			
b. Diversify sponsorships	See Objective 2			
c. Leadership Academy	See D-1			
d. Seek public and private sources of funding	See D-1			