

VISION

The Association that empowers women and influences the direction of the Construction Industry.

The 2016-2017 Strategic Plan will guide the Lexington-Bluegrass NAWIC as we continue to strengthen our influence and involvement in the Construction Industry.

“Be the Change. You. Your Industry. Your NAWIC.”

2017 Lexington NAWIC Board

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KY Association of Master Contractors

National Association of Women in Construction

Lexington-Bluegrass Chapter #367

www.lexbgnawic.org

Strategic
Plan
2016-2017



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Mission Statement

The Lexington-Bluegrass Chapter of the National Association of Women in Construction is part of an international association that promotes and supports the advancement and employment of women in the construction industry.

Goals

2016-2017

I. Leader in Construction

Having NAWIC recognized as an influential leader in the construction industry.

II. Effective Women Leaders

Enhancing the success of women leaders in the construction industry.

III. Value for Members

Providing real value to members through events, meetings, benefits and services.

IV. Educating Members & Employers

Investing in professional development, employer awareness, and NAWIC & Employer success.

V. Outreach Enhancement

Providing new outreach opportunities to the community.

Strategies

Strategies are a master plan of action to achieve our goals.

I. Leader in Construction

- a. Enhance effectiveness of branding
- b. Increase participation between NAWIC and industry associations

II. Effective Women Leaders

- a. Improve our website navigation
- b. Increase integration of new members into the chapter
- c. Build a mentoring program

III. Value for Members

- a. Increase Professional Development benefits with CEU & PDH credits
- b. Increase awareness of NEF certifications available to the industry
- c. Build upon our local NAWIC outreach programs to enhance our community

IV. Educating Members & Employers

- a. Increase communication from NAWIC to Employers
- b. Increase member's ability to communicate NAWIC value to their employers
- c. Increase correlation between NAWIC and Employer success.

V. Outreach Enhancement

- a. Start a local NAWIC Founder's Scholarship Foundation (NFSF) Fund for local college students
- b. Create a fundraising event for the scholarship fund
- c. Increase student awareness of NAWIC and it's benefits



N = Network

A = Align yourself with construction professionals

W = Work toward advancement

I = Invest in your future

C = Choose success with NAWIC!