

AFWA STRATEGIC PLAN 2020-2023

PRIMARY DRIVERS OF CHANGE

1. Demographics and Membership
2. Content, Learning and Knowledge
3. Workforce and Workplace

Mission

To enable women in all accounting and finance fields to achieve their full potential and contribute to their profession

Vision

AFWA Members are empowered professionals who succeed with passion and integrity

Goal #1: Members

Year 1 Initiative

Goal #1 Drivers of Change:

- The Next-Gen Professionals
- Virtualized Meetings
- Automated Work

PRIORITIES

OBJECTIVES

Initiatives

All Members

Ensure benefits offered tie members to AFWA
 Increase educational opportunities
 Improve member communication
 Increase public relations outreach to increase members
 Use demographics to drive programming
 Use technology to improve member engagement

1. Establish bi-weekly educational webinars
2. Establish industry-interest educational webinars for subject matter deeper dive

Chapters

Connect the value to the why
 Standardize recruitment and retention process
 Assist chapters with growth strategies

1. Modify the model chapter by-laws for ease of use
2. Review and refine recruitment and retention resources available to Chapters

	Assist chapters with leadership development and transition	
New Chapters	Continue to promote and develop new chapters Develop procedures to ensure new chapters are legitimate	1. Establish a procedure to respond to new chapter inquiries (Covid has diminished activity in this area)
Corporate Members	Continue to increase corporate members Simplify corporate member process – ex: click on logo to join Standardize letters and information Template creation for chapters to use for corporate members	1. Increase Corporate Memberships through development of “near” Corporate Members 2. Create standardized outreach materials for Chapter use in developing Corporate Member relationships 3. Host webinar to introduce materials to Chapter members
Student Chapters/Members	Improve academic outreach Increase scholarship activities Engage student members for long term membership Increase Student Chapters	1. Establish communication with Student members
Members At Large	Establish a Virtual Chapter Ensure members at large are engaged Encourage members at large to join a local chapter	1. Establish a virtual chapter which has a minimum of 4 activities in the fiscal year 2. Create a transition plan for FY21
LEAP	Leap Members Serve on National Committees Simplify LEAP application process Provide more opportunities at Conference for LEAP Members Improve promotion of LEAP through all channels Improve liaison process between board and LEAP Include presence at Annual Business Meeting	1. Convert LEAP to volunteer opportunity to create interest in this program 2. Place LEAP members on Board committees to provide young professional voice to initiatives 3. Connect Young Professionals a minimum of 4 times in the fiscal year
Volunteering	Improve reward system -- Thanks, recognize then communicate success Move volunteers through the leadership funnel	1. Establish subcommittees for each priority or initiative and engage off-board volunteers to serve on these subcommittees

	Make volunteering easy (volunteer from your couch) More task driven opportunities	
Goal #2: Money		
Goal #2 Drivers of Change: <ul style="list-style-type: none"> • Volunteering • A Shifting Environment for Content • Automated Work 		
PRIORITIES	OBJECTIVES	Year 1
Membership Revenue	Use Technology to simplify the membership process Analyze Chapter Dues System to simplify processing Increase membership revenue at all levels	<ol style="list-style-type: none"> 1. Consider dues conformity to simplify membership, renewal and multiple year discounts 2. Develop a Life Member package of benefits for purchase by Life Members
Partnership Revenue	Increase partnerships with AFWA Lead Generation Connect with partners Utilize partnerships to increase revenue share programs	<ol style="list-style-type: none"> 1. Establish a committee to develop partner revenue opportunities 2. Implement smaller partner revenue categories that can be purchased directly on-line 3. Consider how Corporate Memberships and Corporate Partnerships are integrated and progressive
Non-Dues Revenue	Increase non-dues revenue through partnerships, programs, products, and services Analyze benefits of AFWA and other similar organizations Monetize content and find new ways to get content to members Monetize awards programs <ul style="list-style-type: none"> • Signature awards event at Conference • Women Who Count 	<ol style="list-style-type: none"> 1. Monetize the Women Who Count Awards through sponsorship or payment structure to highlight the awardee's accomplishments or knowledge 2. Create a signature event, partnering with the Foundation, to raise funds at the annual conference 3. Provide recommendation to revitalize the Women of Influence program

	<ul style="list-style-type: none"> • Women of Influence 	
Website Revenue	<p>Explore opportunities to increase revenue from website Utilize technology to drive revenue</p>	<ol style="list-style-type: none"> 1. Identify opportunities for website revenue 2. Ensure technology is in place to monetize educational webinars
Education Revenue	<p>Monetize educational offerings and speaker for attendance Utilize conference to increase revenue Provide more webinars/education opportunities Increase CPE for other certifications Ensure AFWA is positioned to offer additional delivery methods for CPE</p>	<ol style="list-style-type: none"> 1. Monetize educational webinars 2. Plan and coordinate technical-topic webinars at the intermediate level for 2 or more industries or certifications
Consensus	<p>Members and Money are key priorities If you want to sell it, make it easy to buy We need more volunteers</p> <ul style="list-style-type: none"> • Task driven opportunities • Volunteer from your couch • Lead generation <p>Connect the value to the why Refine meetings</p> <ul style="list-style-type: none"> • Report the task and end the meeting • Work is done is sub-committees • Train the culture to read ahead and report ahead • Keep committee meetings short – get it done 	