



To All Members and Guests,

If I am not with you in person, I am certainly with you in spirit. I have spent many of the last few years stepping into the leadership of NAWIC with all of you on my mind and in my heart. To now be your National President is truly an honor. I am here to serve and guide.

To build a project, you need both a set of plans and a team. NAWIC has always had a set of plans, referred to as our **Strategic Plan**. It is my hope now, that you become a part of the team that continues to build NAWIC towards our envisioned future.

I have outlined the objectives of my tenure as NAWIC President. Now, I call upon you for consideration and a suggested **call to action** on each:

Infrastructure

This means a focus on a more efficient and more transparent NAWIC operations with goals of increased membership and chapter support via:

- ✔ Balancing support on the staff level with that of our volunteers
- ✔ Improving our technology in particular our website
- ✔ Expanding our marketing
- ✔ Creating effective communication channels
- ✔ Increase our data collection that can translate into relevant and usable content for our industry.

Action Item: *Tell us what YOU need, as member and/or as a chapter*

Membership Development and Growth

A focus that continues to build an *inclusive* organization of women supporting women.

- ✔ Continue to provide programs and training that translates into transferable skills for all our members
- ✔ Increase our memberships, partnerships and sponsorships on all levels of organization
- ✔ NAWIC voices will be heard and listened to as the *go-to* industry leader of women in construction; as the *go-to* association having a positive and impactful effect on the industry

Action Items: *Bring just one new guest to a chapter event or conference. Tell someone about NAWIC.*

Industry Recognition and Outreach

NAWIC should no longer be the best kept secret in the industry. We need to have our NAWIC leadership out in front of the entire industry. Our **Project Excellence** awards and our new branding have been positive steps in that direction. We must practice

- ✔ Cross-pollination with other industry associations
- ✔ Member representing as NAWIC in more speaking engagements
- ✔ Take ownership of WIC Week; we originated it, so let's stake our claim and make it known
- ✔ Further utilize our partners and sponsors as speakers, promoters, and fundraisers

Action Items: *Share your story with our industry partners. Have your employer speak to our membership.*

Sustainability

The outlook for the construction industry as a whole, through new legislation on infrastructure and other programs, will bring more focus on sustainability. NAWIC is the pathway.

- ✔ Relevancy in learning new building skills
- ✔ Awareness of new or alternative building materials
- ✔ Industry's recognition that a diverse workforce is a better workforce
- ✔ Eyes are on a new way of doing business through diversity, equity and inclusion

Action Items: *Be open to learning new skills at every aspect/phase of the job. Embrace the new technologies, and seize the opportunities before you.*

Equity as our Culture

When the 2021-2022 Board got together at orientation, we established as one of our high priorities as we move forward is our culture. We are an organization of women helping women, right? So, let's be sure to

- ✔ Eliminate the cliques
- ✔ Make sure all members feel welcomed and included
- ✔ Make NAWIC the shining example of "We all do better when we all do better"

Action Item: *Keep your heart and mind open to all our members and guests.*

Our Envisioned Future

Often, we must look back and order to see forward. Our envisioned future is to be treated with equity, just as our NAWIC founders intended some 68 years ago. However, women still represent just about 10% of the overall construction industry and our tradeswomen just under 4%.

- ✔ NAWIC leads the charge on increasing women working in construction
- ✔ NAWIC is the source of solutions for breaking down barriers that prevent equity and inclusion
- ✔ NAWIC continues to Build Leaders and Lead Builders
- ✔ NAWIC is where *all* women work together to build a better construction industry

Action Item:

