



Association of Women in the Metal Industries



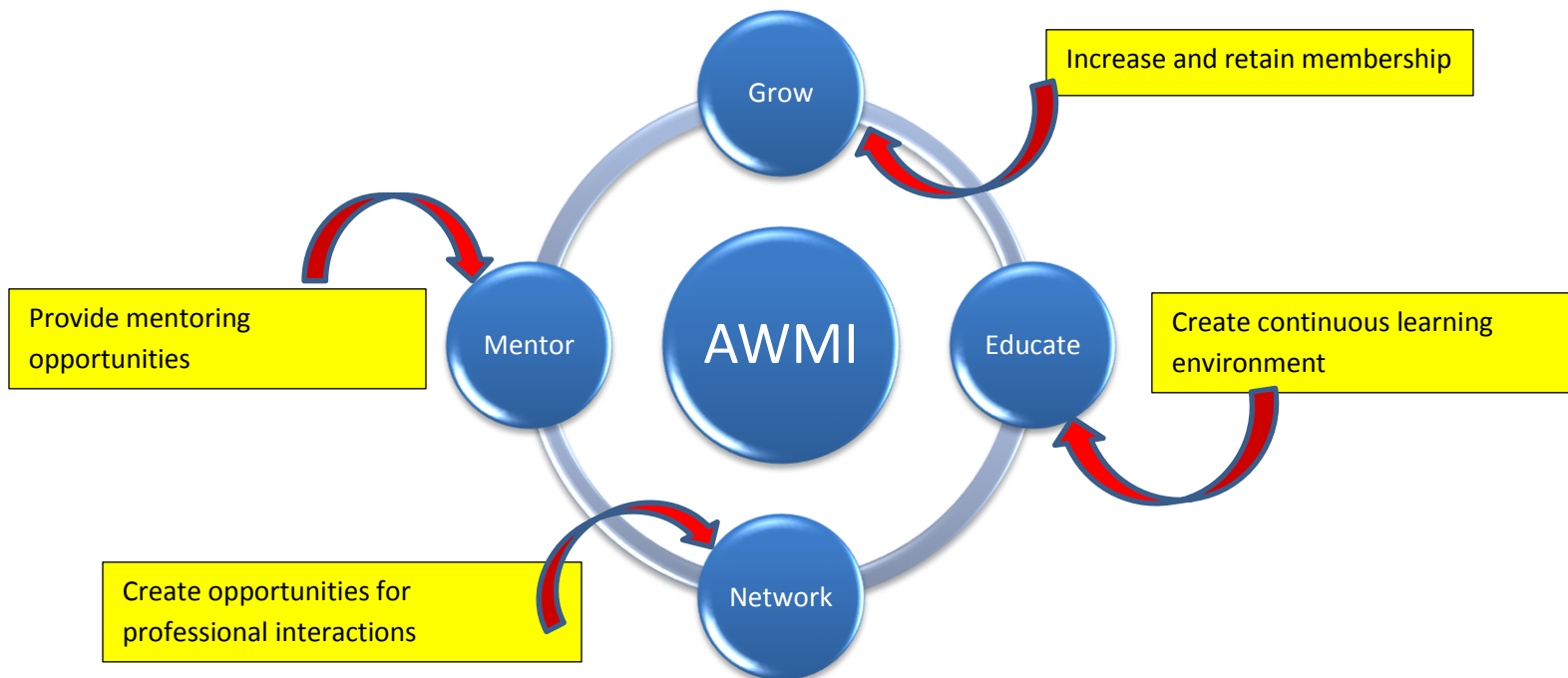
2017 Strategic Plan-International

Vision Statement - A metals industry characterized by proportionate representation of women in management positions.

Mission Statement - AWMI is an international, professional organization dedicated to promoting and supporting the advancement of women in the metal industries.

Strategic Goals

AWMI has 4 strategic goals that drive our organization:



From the international level, it is important that the leadership utilizes and promotes all 4 strategic goals and that we create the environment that allows our membership to grow.

Increasing membership is a primary activity needed to sustain and grow the organization.



Goal is to increase membership by 5% per year, retain 80% and to expand beyond the traditional Industry by 5%. Action items:

- Add new chapters where feasible
- Hold meetings in satellite locations
- Communication-continue web-site enhancements, social media and other tech options
- Meeting content-ensure conferences and chapter meetings correctly reflect the values and goals

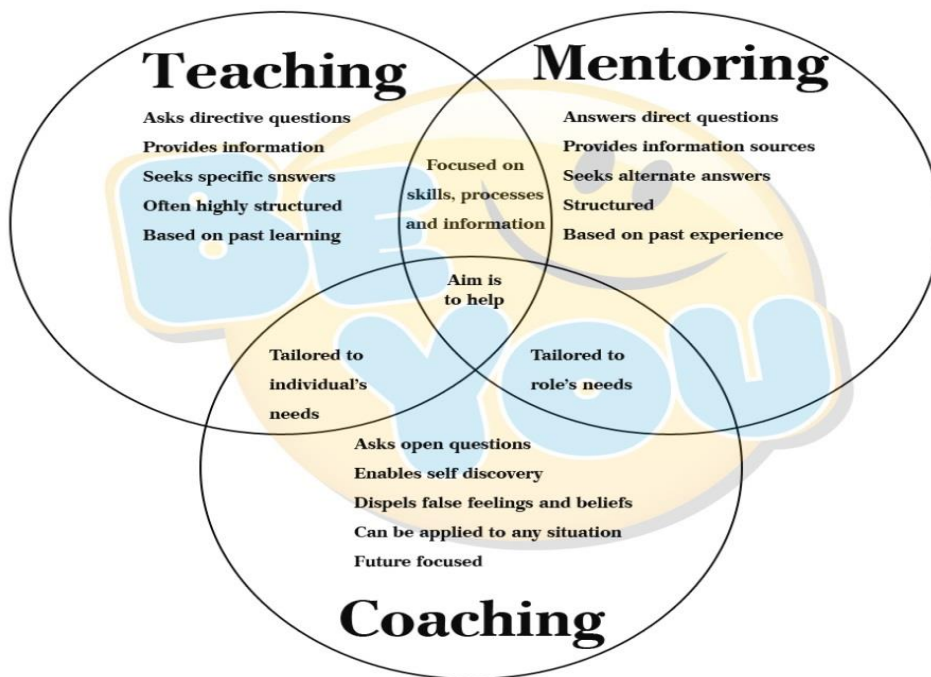


1. Target leaders of companies as members and publicize them - e.g. have one CEO/President spotlight per quarter in Metal Mail. Run corporate member companies again in 2016.
2. Increase AWMI name recognition within the metal industry – e.g. track number of mentions in trade publications. Local chapter board members to make sure that the International Marketing Chair is advised as they see articles or mentions in local press.
3. Increase AWMI name recognition within a chapter’s business community – e.g. track number of mentions in local papers—increased awareness through publicity within trade publications
4. Continue cross-promotional/reciprocal marketing programs for use with publications and other industry associations.
 - a. International Marketing can report out.
5. Social Media-ensure that we are staying up with the latest technology for the tech savvy members and new generation of potential leaders.



MENTOR

1. Provide mentoring opportunities to regular members and board members
2. Develop a formal program in conjunction with the international mentoring program, where regular members can request a mentor and new board members are assigned a mentor
3. Solicit greater sustained involvement of former AWMI International Presidents
4. Actively seek out student members.



EDUCATE

1. Create an accessible continuous learning environment
2. Provide useful and relevant chapter programming to members and non-members
3. Archive chapter programs on the website in new Education section
4. Use existing programs from corporate member companies
5. Review local college program offerings at the chapter level



NETWORK

1. Create opportunities for professional interaction among industry participants

2. Exhibit at conferences/trade shows locally if possible

