



CONNECTIONS | CAREERS | COMMUNITY

EWI® of Houston

2017-2018 Strategic Plan



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EWI® MISSION STATEMENT

EWI® is an organization that brings together key individuals from diverse businesses for the purpose of:

- Promoting member firms
- Enhancing personal and professional development
- Encouraging community involvement

EWI® OF HOUSTON VISION

EWI® of Houston aspires to be the premier business organization of choice for member firms and their key individuals. Recognized by the Houston community as an avenue to achieve personal and professional excellence, every activity of EWI® of Houston will enhance at least one of the objectives of the EWI® Mission Statement.

STRATEGIES FOR SUCCESS

- Create opportunities for awareness, comprehension, and implementation of the EWI® Mission Statement and the EWI® of Houston Vision
- Identify ways to strengthen membership
- Provide a forum for community recognition for the chapter
- Develop avenues for firm recognition
- Create opportunities for personal and professional growth
- Develop leaders at every level to ensure chapter strength and succession
- Support the evolving scholarship programs and literacy initiatives

GOALS AND RECOMMENDATIONS

GOAL

Create opportunities for awareness, comprehension, and implementation of the EWI® Mission Statement & EWI® of Houston Vision

RECOMMENDATIONS

❖ CONTINUE TO

- Keep the Mission and Vision in front of the membership with announcements and testimonials through meetings and publications
- Keep representatives informed of chapter activities via EWInfo
- Encourage Member firms to host tables and include new members
- Prepare a fiscal year summary and communicate chapter's accomplishments to the membership

❖ BEGIN TO

- Survey Representatives to seek input on chapter activities and improvements

GOALS AND RECOMMENDATIONS

GOAL

Identify ways to
strengthen membership

RECOMMENDATIONS

❖ CONTINUE TO

- Recruit at the CEO/President/COO/CFO/VP levels
- Recruit a wide variety of firms (different classifications, sizes, demographics)
- Recruit the premier firms of Houston
- Focus on retaining existing firms
- Encourage existing firms to support additional representatives
- Hold at least one new members orientation yearly
- Actively focus on assignment of mentors to new members
- Utilize Mentor & Retention Committee to communicate with absentee representatives

GOALS AND RECOMMENDATIONS

GOAL

Provide a forum for
community recognition
for the chapter

RECOMMENDATIONS

❖ CONTINUE TO

- Look for new opportunities to provide community service and obtain recognition
- Utilize social media (e.g. Houston Chapter Website, Facebook, Twitter, Instagram and LinkedIn)
- Promote scholarships, philanthropic activities and community outreach projects
- Utilize Public Relations to increase awareness of EWI® of Houston accomplishments and milestones

GOALS AND RECOMMENDATIONS

GOAL

Develop avenues for
firm recognition

RECOMMENDATIONS

❖ CONTINUE TO

- Encourage firms to host Firm Nights
- Provide display tables to promote member firms at Monthly Chapter Meetings
- Spotlight firms', executives', and representatives' accomplishments/successes in the *EWIConnect*
- Encourage leadership roles to representatives as a means for firm recognition
- Introduce new members/firms in the *EWIConnect*

GOALS AND RECOMMENDATIONS

GOAL

Create opportunities
for personal and
professional growth

RECOMMENDATIONS

❖ CONTINUE TO

- Encourage participation in local and corporate committees and the Leadership Team
- Emphasize the importance of leadership training through local and EWI corporate professional development programs
- Encourage representatives to attend LCAM and Academy of Leadership through continuous communication and mentoring
- Provide a scholarship for a representative to attend LCAM
- Encourage current and prospective board members and all interested representatives to attend the regional Board Forum

GOALS AND RECOMMENDATIONS

GOAL

Develop leaders at every level to ensure chapter strength and chapter succession

RECOMMENDATIONS

❖ CONTINUE TO

- Encourage representatives to attend chapter and committee meetings through active communication
- Promote annual EWI® of Houston Emerging Leaders Forum to educate membership about leadership roles and committee responsibilities
- Encourage every representative to complete the Nominating Committee Interest Survey

GOALS AND RECOMMENDATIONS

GOAL

Support the evolving scholarship programs and literacy initiatives

RECOMMENDATIONS

❖ CONTINUE TO

- Recruit scholarship applicants
- Increase school participation by direct communication with financial aid offices, counselors and administration
- Explore new avenues for sponsored events and activities supporting our Literacy Initiatives and Philanthropic programs



2017-2018 STRATEGIC PLANNING COMMITTEE MEMBERS

Marji Zamora

Jessica Witek Sebesta

Linda Petticrew, Chair

Carolyn Noack, Advisor

Minuteman Press Post Oak

The Houstonian Hotel, Club and Spa

Shell Energy Resources Company

LINBECK