



## **EXECUTIVE WOMEN IN TEXAS GOVERNMENT STRATEGIC PLAN**

Executive Women in Texas Government (EWTG) was founded in 1984 by six visionary women who recognized the need for women in higher levels of state government to have an educational and networking support group. EWTG is a non-profit, non-partisan organization of dedicated individuals devoted to developing and encouraging women in Texas government and higher education by offering opportunities for professional growth, education, and advancement. These opportunities are designed to provide members with the skills and knowledge necessary to excel in Texas government and higher education.

**VISION:** Developing leaders to create positive results in Texas state government.

**MISSION:** EWTG is a non-partisan organization that promotes leadership in service to Texas by offering professional development opportunities.

**PURPOSE:** EWTG is committed to supporting women in Texas government and higher education by:

- Increasing understanding of issues related to Texas government and higher education through educational meetings, seminars, and conferences.
- Providing leadership and management training opportunities.
- Encouraging professionalism through peer support and mentoring programs.
- Creating a vehicle for elected and appointed officials to recruit women for executive positions in Texas government and higher education.
- Offering opportunities for professional interaction among women in Texas government.

**Goal 1:** Increase opportunities for EWTG members to understand issues related to Texas government and higher education through EWTG-sponsored educational meetings, seminars, and conferences.<sup>1</sup>

**Objective/Strategy 1.1:** The **Education Director** will work with the Education Committee to research topics of interest to EWTG members, conduct at least one EWTG-sponsored program or luncheon annually focused on issues related to government/higher education topics that benefit EWTG members; and provide content for the **Communications Director** to share educational information with EWTG members at least quarterly through the newsletter, website, and/or social media platforms.

**Objective/Strategy 1.2:** The **Conference Director** will work with the Conference Committees to coordinate the Annual Professional Development Conference, selecting speakers, exhibitors, and sponsors that attract executive and aspiring executive women leaders; and provide content for the **Communications Director** to share conference information with EWTG members at least quarterly before and the month following the annual conference through the newsletter, website, and/or social media platforms.

**Objective/Strategy 1.3:** The **Membership Director** will work with the **Engagement Director** and Membership Committee to conduct at least one EWTG-sponsored networking and/or membership event

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<sup>1</sup> Throughout this document, references to meetings, seminars, conferences, trainings, events, etc. can mean in-person or virtual.



annually; and provide content for the **Communications Director** to share information with EWTG members at least quarterly through the newsletter, website, and/or social media platforms.

**Objective/Strategy 1.4:** The **Membership Director** will develop and implement targeted outreach strategies to encourage non-members to join, with a focus on lowering barriers to membership.

**Goal 2:** Increase opportunities for EWTG members to participate in EWTG-sponsored leadership, management, and professional development training.

**Objective/Strategy 2.1:** The **Education Director** will work with the Education Committee to conduct at least eight EWTG-sponsored mini-courses and/or programs annually focused on leadership, management, or professional development topics that benefit EWTG members; and provide content for the **Communications Director** to share information with EWTG members prior to each event through the newsletter, website, and/or social media platforms.

**Objective/Strategy 2.2:** The **Engagement Director** will conduct quarterly new-member orientation sessions that clearly communicate EWTG's mission, structure, and volunteer pathways, ensuring new members understand how to get connected within their first three months of joining; and provide content for the **Communications Director** to share information with EWTG members prior to each event through the newsletter, website, and/or social media platforms.

**Objective/Strategy 2.3:** The **Engagement Director** will develop and implement targeted outreach strategies to engage existing members who are not currently volunteering or serving on committees, with a focus on identifying interests and lowering barriers to participation.

**Goal 3:** Increase opportunities for EWTG members to participate in EWTG-sponsored peer support and/or mentoring programs/activities (includes Success Teams).

**Objective/Strategy 3.1:** The **Professional Development Director** will work with the Mentorship Subcommittee to create opportunities for one-on-one mentorship by matching mentees with mentors, coordinating one group event annually, and administering annual end of year surveys to gather information for improving the program.

**Objective/Strategy 3.2:** The **Professional Development Director** will work with the Peer Mentoring Committee to create and maintain the program including developing peer mentoring opportunities on topics of interest to the membership.

**Objective/Strategy 3.3:** The **Professional Development Director** will provide support to existing Success Teams and maintain a minimum of 12 Success Teams annually for EWTG member participation; and provide content for the **Communications Director** to share information with EWTG members at least quarterly through the newsletter, website, and/or social media platforms.

**Objective/Strategy 3.4:** The **President, President-Elect, and Operations Director** will conduct at least one training event annually for all Directors and Chairs focused on Board/Committee service including orientation, expectations, responsibilities, and/or peer support/mentoring.



**Goal 4:** Increase opportunities for EWTG members to be prepared to take on leadership positions in government and higher education.

**Objective/Strategy 4.1:** The **President** will partner with at least five government and/or higher education organizations or executives annually through the President’s Advisory Committee to provide strategic guidance on organizational goals and career-focused training initiatives and collaborate with the **Communications Director** to communicate these goals to EWTG members.

**Objective/Strategy 4.2:** The **President-appointed Scholarship Chair** will work with the Scholarship Committee to increase the scholarship applicant pool, award at least one scholarship each quarter or four annually, work with the **Finance Director** to award budgeted scholarship funds, and work with the **Communications Director** to publicize EWTG scholarships and recipients through the newsletter, website, and/or social media platforms.

**Goal 5:** Increase opportunities for professional interaction among EWTG members and other women in Texas government and higher education.

**Objective/Strategy 5.1:** The **Conference Director** will work with the Conference Committees to coordinate at least one EWTG-sponsored networking event at the Annual Professional Development Conference; and provide content for the **Communications Director** to share information with EWTG members at least quarterly through the newsletter, website, and/or social media platforms.

**Objective/Strategy 5.2:** The **Affiliates Director** will work with the Affiliates Committee to develop new affiliate chapters throughout Texas, the **Membership Director** to recruit new affiliate members; and provide content for the **Communications Director** to share information with EWTG members about the affiliates at least quarterly through the newsletter, website, and/or social media platforms.

**Objective/Strategy 5.3:** The **President-appointed Community Service Chair** will work with the Community Service Committee to conduct at least three community service events for the membership to participate annually; and provide content for the **Communications Director** to share this information with EWTG members prior to and after each event through the newsletter, website, and/or social media platforms.

**Objective/Strategy 5.4:** The **Engagement Director** will work with the Engagement Committee to seek ways to develop and maintain strategic partnerships with relevant professional groups to enhance organizational visibility, strengthen community engagement, and create new opportunities for collaboration.