Strategic Focus	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019
Area					
Operations:	1 Improve congruity between	1 Improve congruity between	1 Improve congruity between	1 Improve congruity between	1 Improve congruity
	regional and state operations	regional and state operations	regional and state operations	regional and state operations	between regional and state
Ownership =					operations
presidents	2 Annual report on 5-year plan	2 Annual report on 5-year plan	2 Annual report on 5-year plan	2 Annual report on 5-year	
	progress in Annual report	progress in Annual report	progress in Annual report	plan progress in Annual	2 Annual report on 5-year
				report	plan progress in Annual
	3 Conduct semi-annual	3 Evaluate and select "modern	3 Leadership pipeline: expand		report
	brainstorming meeting with state	methodologies and strategies	leadership conduit	3 Conduct bi-annual training	
	and regional presidents	for running nonprofit org that		sessions on the operations of	
		operate efficiently effectively"		nonprofit organizations.	
	4 Revise WLAM's policies and				
	procedures	4 Streamline strategies and		4 Leadership pipeline: revisit	
		methods of operations across		process created and modify	
	5 Leadership pipeline: create	state and regional levels –		as needed	
	process	MAY 2015			
		5 Conduct bi-annual training			
		sessions on the operations of			
		nonprofit organizations.			
		6 Establish protocols and			
		routines for regularly revisiting			
		and revising operations at the			
		state and regional levels in			
		order to meet the evolving			
		needs of the organization.			
		7 Leadership pipeline: Work			
		with regions to create			
		transparent conduit to			
		leadership for nominating			
		process in 2016			

Programming	6 At the state and regional levels,	8 At the state and regional	4 At the state and regional levels,	5 At the state and regional	3 At the state and regional
	plan and host Annual Meetings,	levels, plan and host Annual	plan and host Annual Meetings,	levels, plan and host Annual	levels, plan and host Annual
Ownership =	leadership skills training sessions,	Meetings, leadership skills	leadership skills training sessions,	Meetings, leadership skills	Meetings, leadership skills
President-	and other events that satisfy	training sessions, and other	and other events that satisfy	training sessions, and other	training sessions, and other
Elects	WLAM's mission and that serve as	events that satisfy WLAM's	WLAM's mission and that serve as	events that satisfy WLAM's	events that satisfy WLAM's
	creative models for improving our	mission and that serve as	creative models for improving our	mission and that serve as	mission and that serve as
	members' access to professional	creative models for improving	members' access to professional	creative models for improving	creative models for
	enrichment.	our members' access to	enrichment.	our members' access to	improving our members'
		professional enrichment.		professional enrichment.	access to professional
	7 Support the advancement of		5 Cultivate and nurture the sense		enrichment.
	women's careers and participation	9 Conduct bi-annual training	of sisterhood - of shared mission,	6 Conduct bi-annual training	
	in law and politics by 2015 annual	sessions on the successful	purpose and support - throughout	sessions on the successful	
	meeting	programming of nonprofit	the organization by 2017 annual	programming of nonprofit	
		organizations. Work with	meeting	organizations. Work with	
	8 Re-establish the relationship	President in 2016 AND 2018.		President in 2016 AND 2018.	
	between WLAM and WLAMF by		6 Host events jointly with other		
	2015 annual meeting	10 Provide professional and	professional women's	7 Fortify WLAM's reputation	
		social networking opportunities	organizations by 2017 annual	and status in Michigan's legal	
	9 Re-establish participation of	that aren't available anywhere	meeting	arena as an organization that	
	WLAM and WLAMF representatives	else by 2016 annual meeting		is pivotal to the advancement	
	at each other's board meetings by		7 Host specialty-specific events	and representation of women	
	2015 annual meeting	11 Create and then replicate	that provide networking	in law and politics by 2018	
		successful programs and events	opportunities with women in	annual meeting	
		across multiple regions by 2016	complimentary professions	0.5 .:6	
		annual meeting	(business, real estate, medical) by	8 Fortify WLAM's reputation	
		42 Callah ayata with MUANAT	2017 annual meeting	and status in Michigan's legal	
		12 Collaborate with WLAMF	O Fatablish agata asla and gautines	arena as an organization that	
		leadership to jointly host events	8 Establish protocols and routines	is pivotal to the advancement	
		that promote and nurture	for regularly revisiting and revising	and representation of women	
		sisterhood by 2016 annual	programming at the state and	in law and politics by 2018	
		meeting	regional levels in order to meet the evolving needs of the	annual meeting	
		13 Host workshops on business	_	9 Incorporate family-friendly	
		and professional development	organization by 2017 annual meeting	frameworks into events and	
		with focus on addressing gender	Incernig	programs by 2018 annual	
		issues by 2016 annual meeting	9 Host workshops and trainings to	meeting	
		1334C3 by 2010 aimidal meeting	prepare members to run for office,	inceting	
			seek a political appointment, or		
			seek a political appointment, of		

work for a political campaign by 2016 annual meeting

Barrata anno	40 Busside les develts and	44 Bookida landanskin and	40 Bassida las dendia en d	40 Bassida landanskia and	4 Dura dala la adamakin anal
Development	10 Provide leadership and	14 Provide leadership and	10 Provide leadership and	10 Provide leadership and	4 Provide leadership and
	fundraising training, tools and	fundraising training, tools and	fundraising training, tools and	fundraising training, tools and	fundraising training, tools
Ownership:	resources for board members,	resources for board members,	resources for board members,	resources for board	and resources for board
Treasurers	committee chairs and general	committee chairs and general	committee chairs and general	members, committee chairs	members, committee chairs
	membership. Ongoing.	membership. Ongoing.	membership. Ongoing.	and general membership.	and general membership.
				Ongoing.	Ongoing.
	11 Increase fundraising by 10%	15 Conduct bi-annual training	11 Increase fundraising by 10%		
	each year	sessions on the successful	each year	11 Conduct bi-annual training	5 Increase fundraising by
		development efforts of		sessions on the successful	10% each year
	12 Establish parameters for state	nonprofit organizations. With	12 Coordinate state and regional	development efforts of	
	and regional fundraising efforts for	other officers.	fundraising efforts by November	nonprofit organizations.	
	WLAM vs. WLAMF vs. other		2016	With other officers.	
	selected charities by 2015 annual	16 Increase fundraising by 10%			
	meeting	each year	13 Obtain sponsorships, grants	12 Increase fundraising by	
		,	and advertisements for events,	10% each year	
	13 Establish basic procedures for	17 Prioritize fundraising to	programs, projects and services by	,	
	including fundraising in all existing	support administrative,	2017 annual meeting		
	programming and operations by	programming and marketing	0		
	2015 annual meeting	costs by November 2015	14 Conduct research, publish		
			reports, and collaborate with		
		18 Host fundraising events and	academic institutions to assess the		
		conduct fundraising campaigns	working conditions, terms of		
		by 2016 annual meeting	employment, and status of women		
		by 2010 annual meeting	in the legal profession by 2017		
		19 Collaborate between the	annual meeting		
		state and regional levels to	annual meeting		
		establish relationships with	15 Establish protocols and routines		
		potential funders and donors by	for regularly revisiting and revising		
		1 .	1 , , ,		
		2016 annual meeting	development efforts at the state		
			and regional levels in order to		
			meet the evolving needs of the		
			organization by 2017 annual		
			meeting		

Marketing &	14 Improve direct communications	20 Conduct bi-annual training	16 Provide appealing, accessible,	13 Conduct bi-annual training	
Communication	between members by 2015 annual	sessions on the effective	useful information to members	sessions on the effective	
	meeting	marketing and communications	regarding WLAM programming,	marketing and	
Ownership:		strategies utilized by successful	member benefits, and relevant	communications strategies	
Secretaries	15 Establish an updated, unified	nonprofit organizations. With	developments in law and politics	utilized by successful	
	WLAM brand for use in all state	other officers.	by 2017 annual meeting	nonprofit organizations. With	
	and regional marketing and			other officers.	
	communications materials by 2015	21 At the state level, provide			
	annual meeting	the regions with marketing			
		materials, training, strategic			
	16 Create an online membership	guidance, and other marketing			
	directory by 2015 annual meeting	and communications support by			
		2016 annual meeting			
	17 Create marketing materials				
		22 Establish protocols and			
	18 Create a more user-friendly	routines for regularly revisiting			
	dynamic website by 2015 annual	and revising marketing and			
	meeting	communications efforts at the			
		state and regional levels in			
		order to incorporate the			
		evolving role of technology in			
		marketing and communications and to meet the evolving needs			
		of the organization by 2016			
		annual meeting			
		aiiiidai iiicetiiig			

WLAM 5-Year Development Plan (per year)

Membership	19 10% increase in membership	23 10% increase in membership	17 10% increase in membership	14 10% increase in	6 10% increase in
	(retention and recruitment)	(retention and recruitment)	(retention and recruitment)	membership (retention and	membership (retention and
Ownership:				recruitment)	recruitment)
Vice-Presidents	20 Maintain efficacious	24 Maintain efficacious	18 Maintain efficacious		
	administration of the organization.	administration of the	administration of the organization.	15 Conduct bi-annual training	7 Maintain efficacious
	Ongoing	organization. Ongoing	Ongoing	sessions on serving the	administration of the
				membership of nonprofit	organization. Ongoing
	21 Provide membership services	25 Conduct bi-annual training	19 Expand diversity of	organizations. In conjunction	
	and benefits that are attractive, of	sessions on serving the	membership by 2017 annual	with other officers.	
	practical value to existing and	membership of nonprofit	meeting		
	potential members, and unique to	organizations. In conjunction		16 Maintain efficacious	
	this organization by 2015 annual	with other officers.	20 Host events jointly with other	administration of the	
	meeting		specialty bar associations by 2017	organization. Ongoing	
			annual meeting		
	22 Maintain online member				
	directory that is searchable by		21 Establish partnerships with		
	name, location and specialty, and		companies that serve the unique		
	that includes member photos and		needs of professional women and		
	profiles by 2015 Annual Meeting		other family care providers to increase membership benefits by		
	23 Establish protocols and routines		2016 annual meeting		
	for regularly revisiting and revising		2010 annual meeting		
	membership efforts at the state				
	and regional levels in order to				
	incorporate the evolving role of				
	technology in administration and to				
	meet the evolving needs of the				
	organization by 2015 annual				
	meeting				

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