



Strategic Plan
2008-09

Wisconsin Women in Higher Education Leadership
October 21, 2008

Wisconsin Women in Higher Education Leadership (WWHEL)

Mission

The mission of WWHEL is to increase the number and effectiveness of women in Wisconsin higher education leadership.

Vision

Working draft of potential vision for future – stated as news headlines

98% of higher education women leaders attribute their professional success to involvement in WWHEL
“WWHEL made me what I am today” says new system head

Core factors that would make the organization different than it currently is:

- Relationships on the board
- Strong strategic plan
- Continue to expand

Values:

- Mentoring
- Sustainability
- Connections – Networking
- Diversity

Diversity – WWHEL is committed to fostering diversity in higher education leadership with regard to race, gender, ethnicity, sexual orientation, and physical ability.

Growth – WWHEL strives to improve the status of women working in Wisconsin’s colleges and universities.

Charitable Giving – WWHEL is organized exclusively for charitable and educational purposes within the meaning of Section 501 (c) (3) of the Internal Revenue Code of 1986.

Strategic Goals 2008-09

1. Create a **network** of women in higher education leadership positions (*making connections*)
2. Provide **professional development opportunities** for the preparation and support of women employed by Wisconsin colleges and universities (*mentoring, increase campus activities*)
3. **Promote the visibility, recognition, and advancement of women** qualified by education, experience, and personal characteristics for leadership positions in higher education (*Making connections – welcoming – promotions, increase campus activity*)
4. **Create a culture of evidence** (*data gathering*)

Strategic Goal #1 – Create a network

Objectives 08-09	Time Frame	Measure(s) Indicators of Success	Resource Impact Budget	Responsible Party Owner Committee Members	Progress Report
1.1 ...Launch the Chapter Development stipends.	October Announce availability December 1 application due January awards	Twenty (20) \$250 stipends are provided to local WWHEL groups	\$5,000	WWHEL Vice President	
1.2...Identify all new/promotions leaders in our sectors – send out letters	On-going	Information is sent to WWHEL Listserv on a regular basis	N/A	Each sector responsible to identify <ul style="list-style-type: none"> • Mari – Private Sector • Rita – UW • Sue Budjac – Technical Colleges 	The WWHEL President will request an update from the WWHEL Board at each meeting regarding this topic.
1.3 ...Welcome wagon – Letter/card – a template & combine with meeting with the person personally – WWHEL pin – listing of	On-going	The WWHEL Vice President will prompt Institutional (IRs) to provide	N/A	Each sector (UW, UW 2-year Colleges, Tribal Colleges, Technical Colleges) & WWHEL President.	The WWHEL President will request an update from the WWHEL Board at each

<p>activities – brochure/publications</p>		<p>updates on promotions, activities, etc. within their organization and the WWHEL President will send a letter congratulating them. Template will be developed. At each board meeting a listing of new president(s), Chancellors that need to be contacted will be identified by sector.</p>		<p>IRs will notify the President of WWHEL of changes in promotions, etc. of individuals in their organization.</p>	<p>meeting regarding this topic.</p>
<p>1.4 Create a process to Increase board pool – (good representation across the state – names for the future, skills)</p>	<p>On-going</p>	<p>Process for identifying WWHEL Board pool is implemented and reviewed at each WWHEL Board meeting. Award nominees will also be added to the potential pool list.</p>	<p>N/A</p>	<p>All WWHEL Board members will identify potential board members by sector. Kaylen Betzig will develop a database for maintaining potential candidates.</p>	

Strategic Goal #2 – Professional Development Opportunities

Objectives 08-09	Time Frame	Measure(s) Indicators of Success	Resource Impact Budget	Responsible Party Owner Committee Members	Progress Report
2.1...Host a state conference on mentoring and mentoring relationships – Becoming a mentor/mentee – Mentor Process	Decide June/July Held in Fall 09	2009: Women as Transformational Leaders with keynote by Venita Kelley, Atlanta, Georgia. The 2009 Conference will be held at UW-Stevens Point.	\$3,000	Board and appointee to lead the conference organization.	
2.2...Spring Workshops	September 1	Workshops are scheduled and offered.	\$11,000	WWHEL Board Members.	
2.3 ...Executive Development Grants	October Announce availability December 1 application due January awards	Awards will be determined.	\$2,000 - \$4,000	Subcommittee recommends consisting 2 IRs, President, Past Board member, and Board liaison will make recommendations to the full board.	

Strategic Goal #3 – Promote Visibility, Recognition, and Advancement of Women

Objectives 08-09	Time Frame	Measure(s) Indicators of Success	Resource Impact Budget	Responsible Party Owner Committee Members	Progress Report
3.1...Outstanding achievement award	September 1 Selection by September 15	Award the outstanding recipient at the annual conference	\$130	Donna, Zina, Ewa	
3.2...Create a process to send press releases to paper board member	On-going	Template of press release developed and on website.		Publicity Chair	
3.3...Get letters out for sponsorship for upcoming year	August	Membership letters are distributed. Follow up letters sent to WWHEL Board and to IRs except for the Technical College's who work through the Instructional Services Administrators (ISAs).	\$ 50	Past-President	
3.4 Develop a marketing/communications plan – Branding – sponsors also contacted specifically during year	One year – June 09	Marketing and Communication plan will be developed.		Barbara – work with possible intern/work study – collaborate across organizations	

Strategic Goal #4 – Create a culture of evidence (*data gathering*)

Objectives 08-09	Time Frame	Measure(s) Indicators of Success	Resource Impact Budget	Responsible Party Owner Committee Members	Progress Report
4.1...Annual report – OWHE	June 08	Annual report to be submitted.		WWHEL President	
4.2...Submit one page – end of year report from the IRs	June 09	Develop a template for IRs and or other contact to report activities on campus regarding women leadership activities. As part of the template, a question will be added if you received a stipend for your college, please indicate how you used it on your campus. Possibility of using an electronic survey tool to compile and analyze information (zoomerang, survey monkey).		WWHEL Vice President	
4.3...Get stats to create a data base of women in leadership positions	1 Year	Add question to the survey about women in leadership positions (Presidents, Chancellors, VPs, Vice Chancellors) positions from the IRs.		Past President Excel Spreadsheet: Name, Title, School,	Review at each WWHEL Board meeting annually.
4.4 Contacting conference and regional workshop sites to identify what they did to promote women leaders with their stipends	June 1	Provide template for electronic reporting for colleges that receive stipends and individuals receiving professional development stipends.		Campus workshop sites Professional Development Awards Conference Site	

