

WOMEN
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LAW

2018-2020 STRATEGIC PLAN

Connecting and Advancing
Women Entrepreneurs in the Law

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NEW MISSION AND VISION

Mission

To connect, support and advance women entrepreneurs in the law.

Vision

Empowering women entrepreneurs to revolutionize the business of law.

Leadership

- Governed by a Board of Directors, currently comprised of 14 members. Officers include President, Vice President, Secretary & Treasurer who comprise the Executive Committee.
- An Advisory Board, comprised of approximately two dozen individuals with varying backgrounds, including law firms, in-house counsel, diversity and inclusion experts, and experts in entrepreneurship, provides guiding leadership to WOL.
- Current Board committees: Finance, Board Governance/Nominations, Member Affairs, Governance, and Virtual Programming. We also have a Diversity & Inclusion Task Force chaired by two Advisory Board members and a Partnerships & Strategic Alliances Task Force..

Staff

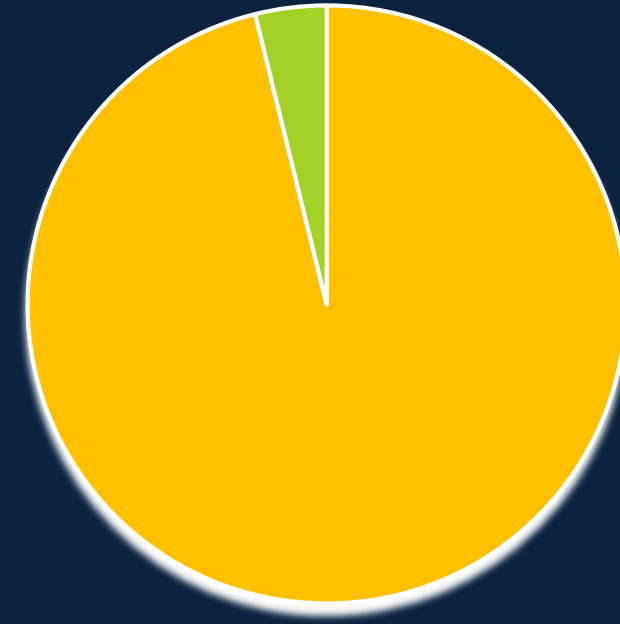
- Director of Operations – Part - Time

MEMBERS (AS OF 10/1/2018)

182 Active Memberships

- Individual Memberships 175
- Organizational Memberships 7

Active Members - 182



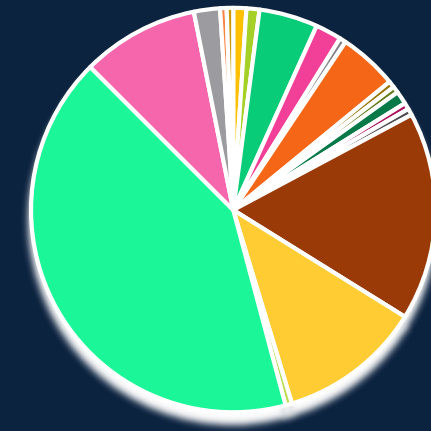
■ Individual Members ■ Organizational Members

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MEMBERS (AS OF 10/1/2018)

STATES

California	1.04%
Delaware	1.04%
District of Columbia	4.69%
Florida	2.08%
Idaho	0.52%
Illinois	4.69%
Indiana	0.52%
Kansas	0.52%
Kentucky	1.04%
Michigan	0.52%
Minnesota	0.52%
New Jersey	16.67%
New York	11.46%
Ohio	0.52%
Pennsylvania	41.67%
Texas	9.38%
Virginia	2.08%
Washington	0.52%
Israel	0.52%

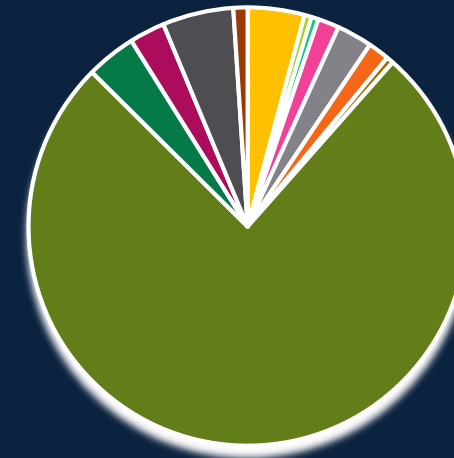


BUSINESS TYPES

Percentage

Consulting	4.17%
Court Reporting	0.52%
Depositions	0.52%
E-Discovery	1.56%
Executive Search/Staffing	2.60%
Finance/Accounting	1.56%
In-House Counsel	0.52%
Law Firm	75.52%
Legal Services	3.65%
Marketing	2.60%
Title Company	1.04%
Other	5.21%

BUSINESS TYPES



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WOL REGIONAL LEADERSHIP/STRUCTURE

SEVEN REGIONAL STEERING COMMITTEES

Washington, D.C. • Chicago, IL,
Southern New Jersey • New York City, NY
Philadelphia, PA • Dallas, TX • Houston, TX.

REGIONAL REPRESENTATIVES

Miami, FL • Orlando, FL • Tampa, FL • Louisville, KY
Detroit, MI • Pittsburgh, PA • Albany, NY • Cincinnati, OH •
Austin, TX • Tel Aviv, Israel

EVENTS, COLLABORATIONS AND OTHER INITIATIVES

- In-person events have been hosted in Philadelphia, New York, Washington, D.C., South New Jersey, the San Francisco Bay Area, Louisville, Chicago, Houston, and Dallas. Areas underlined meet consistently.
- Monthly virtual teleconferences, now webinars, have been offered since 2017. We have launched a virtual networking event on a quarterly basis starting in December 2018.
- We have collaborated with a number of like-minded organizations on events including: Her Corner, Tory Burch Foundation and stores, Mothers Esquire and Ellevate.
- We also anticipate launching a newsletter in Q4 2018/Q1 2019. We are also exploring adding other member benefits in 2019.

STRATEGIC PLANNING PROCESS

Process initiated in 2017 to secure input from all relevant stakeholders:

1. Led by two facilitators
2. The facilitators conducted a survey of members and non-members, as well as several focus groups, to obtain feedback on original Mission, Vision and Strategic Goals
3. The facilitators also led a Leadership Retreat in October 2017 in which the attendees (1) reviewed the results of survey and focus groups; (2) conducted a visioning exercise regarding future of WOL; and (3) participated in a brainstorming discussion around the strategic goals

Strategic Planning Committee met from November 2017-August 2018 to write strategic plan

1. Committee made up of Board members, a member of the Advisory Board and other regional leaders, who drafted the plan with advice and input from the full Board and Advisory Board along the way
2. Strategic planning process again led by the facilitators
3. Plan approved by the Board at its September 2018 meeting

STRATEGIC GOALS

WOL has identified four Strategic Goals to work on during the period 2018-2020, as follows:

1. **Develop Networks** - Provide a global forum for women entrepreneurs in the law to connect with each other, current and prospective clients, referral sources, and other strategic partners for the purposes of networking, education, sharing work and developing mutually beneficial relationships.
2. **Promote Awareness and Increase Influence** - Raise the profile and increase the visibility of Women Owned Law, its members and other women owned law and legal services firms to improve client access to the full spectrum of women owned law and legal services firms and to increase access to new business opportunities for such firms. Engage in advocacy that supports the goals of WOL member firms and entrepreneurs.
3. **Provide Opportunities** - Provide opportunities for early stage, growing, and established women owned law and legal services firms to access education, programing and other resources needed to start, build and grow successful business enterprises.
4. **Create a Sustainable, Adaptable and Effective Organization** – Invest in leadership and operational management that provides a stable centralized infrastructure that supports centralized and decentralized activities that evolve with the growth and needs of WOL and its membership.

GOAL 1: DEVELOP NETWORKS

Goal Provide a global forum for women entrepreneurs in the law to connect with each other, current and prospective clients, referral sources, and other strategic partners for the purposes of networking, education, sharing work and developing mutually beneficial relationships.

How Will We Get There?

1. **Growth** – grow footprint and number of members; ensure continued diversity
2. **Engagement** – increase member engagement & retention
3. **On line** – create robust, engaged online WOL community
4. **Events** – virtual and in-person events
5. **Multiple networks** – within WOL and with others outside WOL - in house lawyers; business community; “big law;” other professionals

GOAL 2: PROMOTE AWARENESS AND INCREASE INFLUENCE

Goal Raise the profile and increase the visibility of Women Owned Law, its members and other women owned law and legal services firms to improve client access to the full spectrum of women owned law and legal services firms and to increase access to new business opportunities for such firms. Engage in advocacy that supports the goals of WOL member firms and entrepreneurs.

How Will We Get There?

1. **Advocacy** – WOL will advocate on behalf of WOL, its members & other women legal entrepreneurs
2. **Showcasing** – showcase our members and provide means to access thought leaders who are women entrepreneurs in the law
3. **Research** – create/collect a body of data on women entrepreneurs in the law

GOAL 3: PROVIDE OPPORTUNITIES

Goal Provide opportunities for early stage, growing, and established women owned law and legal services firms to access education, programming and other resources needed to start, build and grow successful business enterprises.

How Will We Get There?

- 1. Educational programming** – best practices for all aspects and the entire life cycle of women owned businesses in the law
- 2. Enhanced programming and resources** – e.g., Collaboration Tanks, mentorship programs, accelerator/incubator, WOL “certification,” access to funding/financing, bootcamps such as for starting a law firm or supplier readiness training programs

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GOAL 4: CREATE A SUSTAINABLE, ADAPTABLE & EFFECTIVE ORGANIZATION

Goal Invest in leadership and operational management that provides a stable centralized infrastructure that supports centralized and decentralized activities that evolve with the growth and needs of WOL and its membership.

How Will We Get There?

- 1. Plan for the future** – develop a leadership, staffing and volunteer plan
- 2. Recruit and engage** – more leaders and volunteers
- 3. Strategic alliances** – identify and implement good strategic alliances
- 4. Revenue** – develop non-dues revenue streams; increase sponsorship
- 5. Form 501(c)(3)** – consider whether WOL needs a companion charitable arm