

# Strategic Plan 2023-2024

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# Organization Overview

- Founded in 2016, launched in 2017
- Active regional steering committees in NY, Philadelphia and Washington DC
- Members throughout USA
- Governed by a Board of Directors, led by Executive Committee, managed by professionals at Seamless Events.
- Board Committees and Task Forces: Finance, Diversity & Inclusion, Board Governance/Nominations, Member Affairs, Virtual Programming Committee, Regional Steering Committees

## 2022-23 Accomplishments

- Successfully transitioned leadership and management
- Improved financial position
- Increased focus on DEI through monthly column
- Enhanced member engagement and communication with Slack channel and Virtual Bulletin Board
- Developed new programming model
- Completed Strategic Planning Process

# Strategic Planning Process

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## Goals for Strategic Planning Process

- Clarify Mission
- Refine Value Proposition for Key Stakeholders
- Ensure Financial Sustainability
- Increase Diversity

# Strategic Planning Steps

- Conducted online survey of our members to identify member demographics, benefits and needs
- Facilitated focus groups for practicing attorneys, business partners and corporations
- Prepared mini SWOT Analysis

## 3 Key Stakeholders

1. Practicing Women Attorneys
2. Business Partners
3. Corporations

# Revised Mission & Focus

**WOL empowers women lawyers to achieve success in the business of law.**

Practicing women attorneys are our #1 stakeholder

Our larger legal ecosystem includes

Business Partners

Corporations

We also welcome Sponsors (stakeholders and others) to support our organization!

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# Practicing Women Attorneys

Value proposition: To support practicing women lawyers in their efforts to own their careers, grow their practices, build their firms

WOL does this by providing:

- Business Development
- Referrals
- Networking
- Speaking Opportunities
- Skills, Knowledge and Tools
- Mentoring Opportunities
- Community

# Business Partners

Value Proposition: Build meaningful relationships and enhance business opportunities with WOL members

WOL does this by providing:

- Business Development
- Referrals
- Networking
- Speaking Opportunities

## Corporations

Value Proposition: Provide access to diverse network of outside counsel and co-counsel for relationship building and potential engagement by corporations

WOL does this by providing:

- Participation in NGLCC Matchmaking
- Networking Opportunities
- Corporate Advisory Board (in development)

## Sponsors

Value Proposition: Provide access to potential clients, brand recognition, and demonstrate your commitment to DEI in the law

WOL does this by providing:

- Networking Opportunities
- VIP Events
- Recognition at national and regional events including Annual Symposium and Member Meeting

# 2024 Areas of Focus

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# Areas of Focus

- Member Engagement
- Membership Growth
- Diversity, Equity and Inclusion
- Corporate Outreach

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## Focus On: Member Engagement

- More fun during in-person and virtual events
- Intra-region gatherings in DC and NY
- Educational events for practicing attorneys
- Networking events for business partners and practicing attorneys
- Promote use of Slack new member chat
- Increase use of social media to amplify member voices

# Focus On: Membership Growth

- Refresh Website
- New Member Campaigns
  - Practicing Attorneys
  - Business Partners
- More Sponsors and Sponsored Events



# Focus On: Membership Growth

## New Member Options:

- Practicing Women Attorneys
  - Individual Membership
  - Law Student Membership
  - Bulk Discounts
- Business Partners
  - Individual Membership
  - Bulk Discounts

## Focus On: Diversity

- Develop partnerships with other organizations
- Identify programs to engage members and prospects
- Continue internal education
- Continue DEI monthly column

# Focus On: Corporate Outreach

- Create New Corporate Advisory Board
  - Engage corporations to help develop offerings
  - Create opportunities to connect members and corporations seeking diverse outside counsel
  - Continue participation in NGLCC Matchmaking (next one is October 30, 2023)

## Thank You!

- Cindy Towers
- Nancy Lanard
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- Jessica Rosen
- Judith Bachman
- Ivy Slater
- Kimberly Rice

# Questions?

- [president@womenownedlaw.org](mailto:president@womenownedlaw.org)
- [administrator@womenownedlaw.org](mailto:administrator@womenownedlaw.org)

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