



Women in Technology and Science

**WITS Strategy 2018 – 2020
approved 9 December 2017**

WITS

Our VALUES:

- Fair play
- Evidence-informed
- Generosity
- Progress-driven

Our VISION:

A society where women have equal opportunities, experiences and recognition in STEM.

WITS Mission

A voluntary, independent organisation advocating, connecting and acting for women to benefit society as full and vital participants in STEM

3 Year Goal

To grow our profile and membership and collaborate with like-minded organisations to progress our mission of advocating, acting and connecting to have women as full participants in STEM

Strategic Objective 1: Membership

| | DESCRIPTION | BY... | METRICS | ACTIONS |
|------------|---|--------|--|---|
| SO1 | MEMBERSHIP Increase our membership to 800 individual members and have collaborative relationships with corporate members | YE2020 | <ul style="list-style-type: none"> • 800 individual members • 10 Corporate Members • Collaborative relationships with at least 50% of corporate members | <ul style="list-style-type: none"> • Review corporate membership model. To include proposal for corporate sponsorship of events or collaborative projects • Campaigns to attract full time students to renew • Clarify what we offer to members – corporates, individuals, students • Campaign to recruit members, in particular corporates • Consolidate and expand regional groups |

Strategic Objective 2: Resourcing

| | DESCRIPTION | BY... | METRICS | ACTIONS |
|-----|--|--------|---|--|
| SO2 | <p>RESOURCING</p> <p>Have an effective sub-committee model to manage and share workload</p> | YE2020 | <p>Effective, fully resourced sub-committees to manage</p> <ul style="list-style-type: none"> • Membership • Profile • Events • Policy • Campaigns • Educating / Informing <p>that report via Exec Member to Exec meeting monthly</p> | <ul style="list-style-type: none"> • Develop a sub-committee model to manage and share workload • Document roles and responsibilities required. • Identify sub-committees required and Executive Committee member to head up • Set expectations for contribution by Executive Committee members • Identify skills gaps and nominate suitably qualified members to Exec • Ask corporates for Admin & other support • Allocate roles and responsibilities • Ongoing reporting and review by sub-committees • Use suitable technology to manage work and automate where possible • Develop student project model (e.g.: journalism students for newsletter) • Work on steamlining / sharing of mailbox admin, processing memberships, newsletter & other such tasks • Consider virtual assistants for any work that can be outsourced • Consider setting up WITS Chapters in 3rd level institutions. Establish guidelines |

Strategic Objective 3: Profile

| | DESCRIPTION | BY... | METRICS | ACTIONS |
|-----|---|---------------|---|---|
| SO3 | PROFILE Increase Profile of WITS | YE2020 | <ul style="list-style-type: none"> • Monitor Social Media activity & report annually • 25% annual increase in # events WITS are invited to • 75% of corporates we approach have heard of us prior to our engagement with them | <ul style="list-style-type: none"> • Identify where we don't have profile (seems to be with corporates) • Complete Update of website <ul style="list-style-type: none"> ○ Story of WITS ○ Historical pictures ○ Timeline ○ Share links to other organisations via website ○ Blog posts by high profile invitees ○ Progress, timeline, equal pay etc. • Resource regular updating of website • Update brochure (annually) • Corporate membership campaign (See also SO1) • Marketing/PR/ Social Media campaign • Attend / represent WITS at invited events with photos • Lab Coats and Lace eBook • Collaborate with organisations with similar objectives |

Strategic Objective 4: Advocating

| | DESCRIPTION | BY... | METRICS | ACTIONS |
|-----|---|----------------------|--|---|
| SO4 | ADVOCATING Policy sub-committee to have developed and delivered on a programme of advocacy and lobbying work | YE2018 YE2020 | <ul style="list-style-type: none"> Have defined specific desired impacts. Quarterly review of advocacy & lobbying impact and outcomes | <ul style="list-style-type: none"> Define WITS' desired advocacy and lobbying impacts in line with our Action Manifesto Consider what alliances / partnerships we should engage in to support our efforts Work to positively influence policy and laws that impact on women in STEM and to deliver on the desired impacts specified. Implement Quarterly review against desired impacts |

Strategic Objective 5: Acting (Campaigns)

| | DESCRIPTION | BY... | METRICS | ACTIONS |
|-----|--|--------|--|---|
| SO5 | <p>ACTING (CAMPAIGNS) Run annual campaign that combines raising awareness about an issue that impacts women's full participation in STEM (e.g.: gender pay gap, crocodile jaw, leaky pipeline, win-win for men, family friendly policies, micro-inequalities) with a call to action</p> | YE2020 | <ul style="list-style-type: none"> Annual campaign that has achieved pre-defined metrics (e.g.: Twitter hashtag / trending) | <ul style="list-style-type: none"> Identify issues for which we want to raise awareness and call to action (or other – e.g.: campaign that celebrates achievements by women in STEM, “sexism of the week”, initiatives like “manel watch”) Identify & approach potential collaborators, incl marketing & creative resources at corporate members Decide on issue on which to focus Define campaign, incl info & data, audience, call to action, tools & media to be used & metrics for success Implement & monitor Report back to Executive |

Strategic Objective 6: Acting (Educating)

| | DESCRIPTION | BY... | METRICS | ACTIONS |
|-----|--|-------|---|--|
| SO6 | ACTING (EDUCATING/ INFORMING) Disseminate information regarding “what works” to employers and educators for STEM careers | 2020 | <ul style="list-style-type: none"> • Have defined specific desired outcomes. Quarterly review of advocacy & lobbying impact and outcomes | <ul style="list-style-type: none"> • Recognise that all employers are now STEM employers • Identify and review who we want to inform / educate and on what <ul style="list-style-type: none"> ○ Examples: Mixers, role models etc.. ○ Focus on parents • Consider working with employers & educators to support implementation of “what works” • Match employers & educators with others who can help them meet their goals • Implement Quarterly review against desired impacts |

Strategic Objective 7: Connecting

| | DESCRIPTION | BY... | METRICS | ACTIONS |
|-----|--|-------|---|--|
| SO7 | <p>CONNECTING</p> <p>Deliver a programme of activities (events, workshops, webinars, company visits, coaching groups etc.) that educates, inspires and connects members</p> | 2020 | <ul style="list-style-type: none"> • Annual programme of activities (10 in Dublin and average of 2 per region) that includes a networking element • Average of >75% capacity attendance at events • Majority of attendees rate event “Very Good” or “Excellent” | <ul style="list-style-type: none"> • Develop annual programme of activities, bearing in mind our broad range of members • Consider collaboration with corporates or similar organisations • Customised PR for each activity to maximize attendance • Allocate responsibility for each event to a member of the Events sub-committee • Organize each activity • Run at least one event to which everyone has to bring a man |



Thank you!

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