



Strategic Plan

January 2019



CREW DC is...



A word cloud representing the values and attributes of CREW DC. The words are arranged in various sizes and orientations, with 'empowering' being the largest and most central. Other prominent words include 'community', 'enriching', 'network', and 'supporting'. The colors of the words range from purple to green.

empowering
community
enriching
network
supporting
opportunities
connected
life-changing
inspiring
energizing
place
dynamic
connecting
friendship
leadership
welcoming
colleagues
systems
daunting
best
empowerment

Mission Statement Review

Key Concepts...

- ❖ Promote the advancement of women in commercial real estate
 - ❖ Provide programming and resources
 - ❖ Create educational and networking opportunities
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Vision Statement Review

Key Concepts...

- ❖ Advancing women in real estate benefits the whole industry
 - ❖ More well rounded, diverse employee base
 - ❖ Women are recognized for their contributions to the industry
 - ❖ Women have an equal seat at the table
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Strategic Plan

CREW DC Strategic Goals 2019-2021

Engage

Include

Develop

Foster

Sustain

Goal 1 Engage	Goal 2: Include	Goal 3: Develop	Goal 4: Foster	Goal 5: Sustain
Objective 1: Educate members on engagement opportunities	Objective 1: Increase member diversity	Objective 1: Provide leading edge programming to create a pipeline of CRE leaders	Objective 1: Encourage future generations of women to pursue career opportunities in CRE	Objective 1: Modernize and refine operational processes to include fresh look at committee structures and board
Objective 2: Manifest and express a Culture of Engagement	Objective 2: Foster an accessible and welcoming community	Objective 2: Promote the success of members	Objective 2: Provide opportunities that allow members to positively impact the building environment in the DMV	Objective 2: Get committees out of the weeds
Objective 3: Re-engage members and lapsed members	Objective 3: Express the culture we desire	Objective 3: Provide transferrable skills for members	Objective 3: Support women and children in need in the DC community	Objective 3: Create systems for measuring engagement, operationalizing processes
		Objective 4: Build CRE leaders from within membership	Objective 4: Foster dialogue that encourages continued evolution of the industry	Objective 4: Use data to create efficiencies
				Objective 5: Empower committees to think and plan strategically