



**Association for Women in Science Gulf Coast Houston Chapter
Strategic plan 2016-2017**

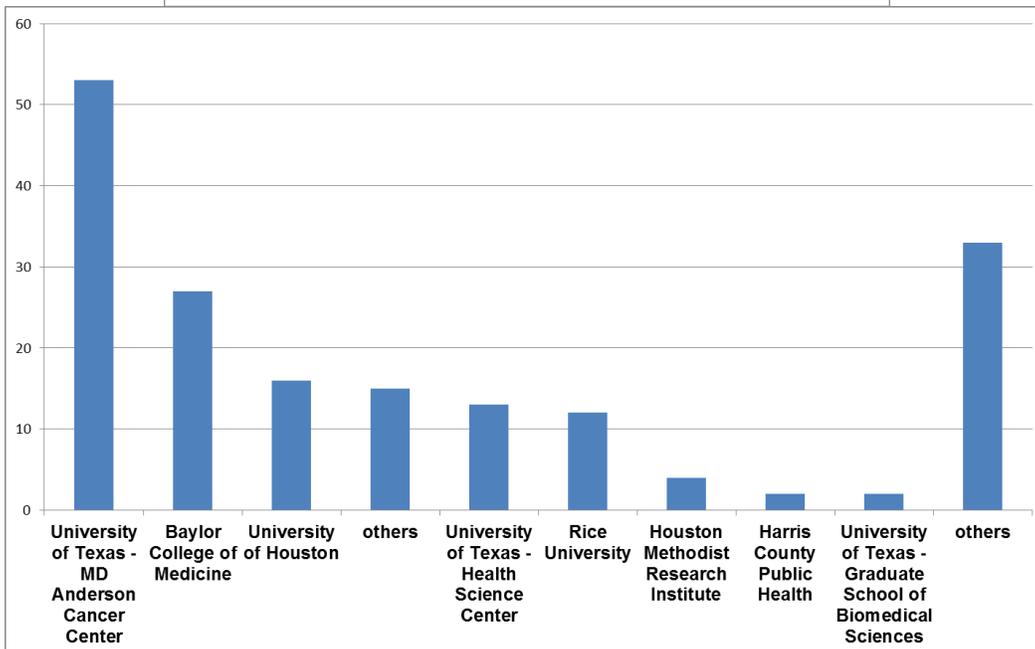
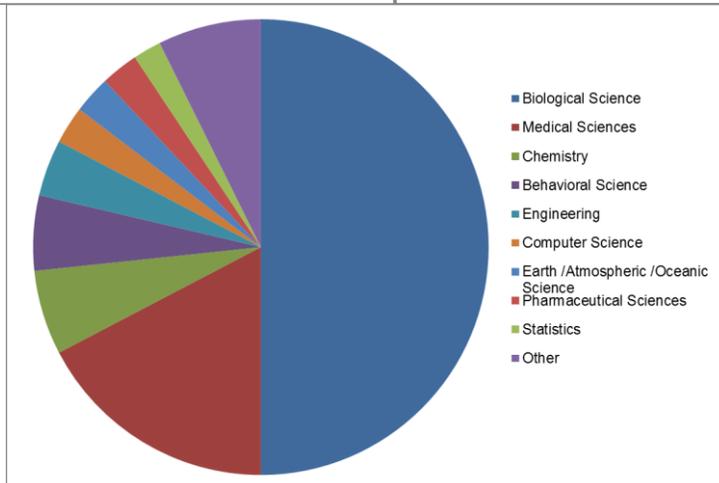
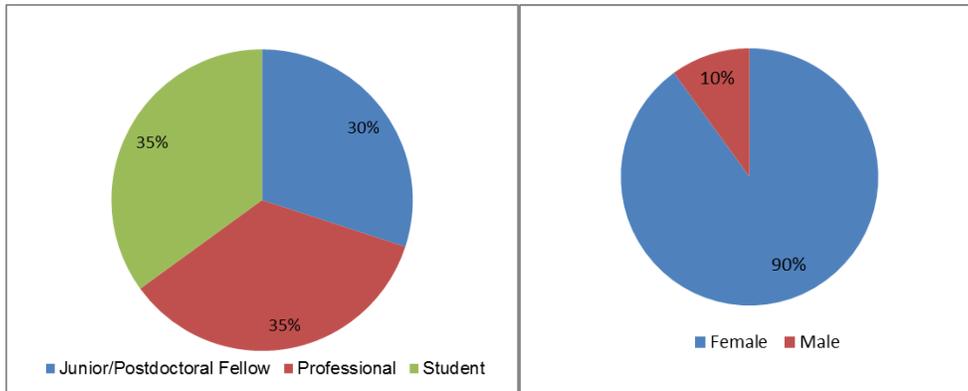
Our Vision	The Association for Women in Science Gulf Coast Houston (AWIS GCH) chapter strives to achieve and promote a cooperative, healthy and thriving environment for women in science, technology, engineering, and mathematics (STEM).
Our Mission	AWIS GCH is dedicated to supporting women in science, technology, engineering, and mathematics (STEM) in Texas’s Gulf Coast and Houston regions by providing opportunities to participate in professional networking, mentoring, outreach, and leadership activities.
Who we Serve	AWIS GCH serves the Gulf Coast and Houston regions and is a part of a National AWIS network that includes more than 20,000 STEM professionals. AWIS-GCH has over 170 chapter members and collaborates with academic and non-academic STEM institutions who supports our mission (see membership breakdown). Our academic institutions range from elementary school to graduate school levels, and our non-academic institutions include pharmaceutical and technology companies as well as the oil and gas sectors.
Our Programs and Services	<p>AWIS GCH accomplishes its missions in the following ways:</p> <ul style="list-style-type: none"> • Career Development • Networking • Scholarship and award opportunities • Outreach • Mentorship
Our goals for 2016-2017	<ol style="list-style-type: none"> 1. Strengthen the economic sustainability of the chapter 2. Deepen relationships among affiliate organizations to increase effectiveness, knowledge, and capacity for collective action 3. Increase opportunities for STEM professionals by providing career development opportunities 4. Strengthen community engagement through scholarship, outreach, and mentorship programs 5. Actively recruit chapter members and executive board members across all genders. 6. Recruit members from the mathematics and technology fields



Membership breakdown

AWIS

ASSOCIATION FOR WOMEN IN SCIENCE





Background and Context:

AWIS GCH faces many challenges and opportunities. AWIS GCH has embarked on a strategic planning process this year to determine our strengths, to address our weaknesses, and to work collectively towards our mission. AWIS GCH has developed this strategic plan with the understanding that the chapter faces unique hurdles and responsibilities, and benefits from distinct privileges. AWIS GCH has and will continue to promote our core mission to help women reach their full potential in all STEM fields, and across all career levels and employment sectors.

While several goals address immediate economic and strategic concerns, the overall plan is designed to ensure that AWIS GCH is prepared and equipped for the future.

To fully ascertain our potential, AWIS GCH has performed the following Strength-Weakness-Opportunities-Threat (Challenges) SWOT analysis:

<p>Strengths</p> <ol style="list-style-type: none"> 1. Strong and dedicated executive board who have committed to the core mission 2. Large presence in the Texas Medical Center which helps recruitment of members in various academic institutions 3. Support of senior professionals in an advisory capacity which aids event organization 4. Support of administrative offices across several institutions that aids in event organization 5. Availability of volunteers that aid event planning and organization 6. Increasing number of male board members and members that contribute to dialogue and positive system change 	<p>Weaknesses</p> <ol style="list-style-type: none"> 1. No fixed source of procuring funds for the chapter other than from membership dues 2. No structured member recruitment program 3. Limited number of senior professional members in the chapter 4. Inadequate sponsorships for events and programs 5. Lack of a structured mentorship program 6. Lack of a strong alumni community 7. Limited number of industry chapter members 8. Lack of members from mathematics and technology fields
<p>Opportunities</p> <ol style="list-style-type: none"> 1. Diverse career development programs that attract members and generate revenue for the chapter 2. Increasing partnership with local schools and other non-profits that share common mission to boost our community engagement 3. Development of scholarship programs that attract early career members and boost community engagement 4. Increased social media presence that increases chapter visibility 5. Increased networking opportunities with other organizations across Houston 	<p>Threats (Challenges)</p> <ol style="list-style-type: none"> 1. Applying for federal and foundation grants to help the financial situation of the chapter 2. Engaging senior professionals in a structured and long term mentorship program 3. Building a strong alumni community 4. Improved event promotion across different institutions 5. Increasing corporate sponsorships and endorsements for our events and newsletters



Goals and Strategies:

Goal 1: Strengthen the economic sustainability of the chapter

1. Create a yearly structured budget/expense plan that is contingent upon the available funds at the beginning of a fiscal year

Beginning this year AWIS GCH allocates 20% of their total available budget for organizing events and activities. The chapter has also decided to spend 15% of the approved expense budget for miscellaneous expenses. The allocation of the budget depends on the goal report presented at the beginning of each year by the executive board members.

2. Deliver timely expense reports and revenue trends to aid in budget management
Beginning this year the treasurer is responsible for presenting a quarterly financial report to the board.

3. Enhance chapter sustainability and implement practical fundraising goals
The chapter hosts annual silent auctions to help generate funds for the chapter.

4. Apply for federal and foundation grants to address long term budget concerns

Goal 2: Deepen relationships among affiliate organizations to increase effectiveness, knowledge, and capacity for collective action

1. Facilitate networking opportunities with different organizations across Houston.

Beginning this year, the chapter organizes monthly networking mixers that strengthens existing collaborations and facilitates new collaborations, and that generate novel ideas and opportunities.

2. Co-host events with other institutions, in both academia and industry.

The chapter has and continues to co-host events with other organizations to deepen collaborations.

3. Serve on the board of other organizations and events that strengthen their role in building influence

AWIS GCH board members also hold leadership positions in other organizations (e.g. AMWA, MD Anderson Postdoc Association, The UT School of Biomedical Sciences Graduate Student Association, University of Houston faculty association etc.) that help facilitate collaborations.

Goal 3: Increase opportunities for STEM professionals by providing career development opportunities

1. Organize career development events for all STEM employment sectors and career levels



2. Provide “job relevant” career development skills through their career development programs
3. Provide guidance for successful job acquisition

The chapter organizes a diverse range of career development events that cater to the needs of our membership base.

Goal 4: Strengthen community engagement through scholarship, outreach, and mentorship programs

1. Collaboration with local schools to provide information regarding STEM career opportunities
2. Increase the chapter’s capacity to influence and address issues that impact the community
3. Increase commitment towards engaging senior professionals as a part of our mission
4. Promote network leadership to mobilize community engagement

The chapter has initiated a diverse outreach program to help achieve our goals.

Goal 5: Actively recruit members across all genders to provide increased benefits to all chapter members and to aid in recruitment.

1. Organize events that attract professionals of all genders
2. Have balanced representation of speakers and panelist of all genders to promote our mission

AWIS GCH has two male board members on the executive board. The chapter has also received support from senior male faculty and men make up 10% of the membership base.

Goal 6: Actively recruit members from mathematics and technology fields

1. Organize events that showcase career opportunities in the mathematics or technology fields of STEM
2. Collaborate with other organizations aimed to support women in technology and mathematics.