

# WBASNY Strategic Work Plan

- Survey to lapsed members
- Survey current and exiting members to assess wants and needs
- Create a committee to understand the generational bridge in the organization
- Incentivize chapters to increase networking events
- Develop a marketing strategy to incentivize members to use benefits
- Encourage volunteering in the chapters with volunteers doing small tasks that make up a larger project
- Nurture emerging professionals
- Eliminate student membership fees
- Communicate benefits of membership at local and state levels

## Membership

**Increase value to members through programs and services that effectively meet, anticipate, and exceed their needs**

- Revitalize the WBASNY foundation by modifying the bylaws, electing a new Board and actively fundraising for educational purposes
- Generate ongoing revenue by offering enhanced online member directory listings for a fee
- Create a recognized voluntary contribution profile
- Increase chapter participation in the Fundraising Committee
- Expand the Annual Board appeal to the entire membership
- Review WBASNY rates every three years to ensure effective stewardship of the WBASNY budget
- Actively promote member benefit programs that generate income

## Non-Dues Revenue

**Optimize non-dues revenue to achieve financial stability and increase voluntary contributions**

## Mission

**Promote the advancement of the status of women in society and of women in the legal profession; promote the fair and equal administration of justice; act as a unified voice for its members with respect to issues of statewide, national and international significance to women generally and to women attorneys in particular.**

## Advocacy

**Be the recognized leader for influencing decision makers to support changing laws for the fair treatment of all women**

- Raise public profile of WBASNY through media and outreach
- Create blanket position statements on key issues
- Decrease timeframe for responding to urgent legislative matters
- Create an "Action Response" team to interact with the Governor's office
- Include a Legislative Update in every issue of the newsletter
- Enhance WBASNY's national presence, i.e. NCWBA, Amicus, ABA
- Empower chapters, committees and members to bring substantive issues to WBASNY for consideration

## Technology

**Enhance and refresh current systems and expand on methods of communication**

- Reinstate the WBASNY Technology Committee
- Enhance the Association website
- Explore the possibility of creating an Association app for smartphones
- Increase the frequency of social media postings
- Expand online learning systems
- Increase the frequency of electronic communications
- Explore methods of remote access to CLE programs