



## **2018 Strategic Planning Standing Committee**

Chair: Amy Worth - Cape Coral

Vice Chair: Rosemary Mahoney - Punta Gorda-Port Charlotte-North Port

Liaison: Cindy DeCoster - Orlando

### **Members:**

Appointed by the President.

### **Purpose:**

The Strategic Planning Committee shall continue to develop, revise and update the existing plan as necessary. The Plan shall be considered a “living” document, which shall continue to grow and change.

It shall be the responsibility of the Strategic Planning Committee Vice Chairman to work with the State President-elect while establishing the following year’s “Specific Goals” for committees to ensure that the goals of the plan are included.

### **Specific Goals for 2018:**

- Provide/promote an atmosphere for members to: a) gain knowledge and competency to create profitability and b) develop a successful identity both personally and professionally.
- Provide a structure for participation opportunities, clear responsibilities and effective communication at the state level to ensure strong networks and future leaders.
- Clearly communicate the value of the brand of the Women's Council of Realtors.
- Clearly communicate the benefits of membership in Women's Council of Realtors.
- Develop an accountability plan to measure and evaluate the effectiveness of the Plan for 2019, 2020 and 2021.