



WOMEN'S **RESOURCE** CENTER
STRATEGIES FOR WORK. SKILLS FOR LIFE.



Strategic Plan Summary 2018-2021

EQUIPPING WOMEN FOR WORKPLACE SUCCESS

Since our founding in 1973, Women's Resource Center has championed women in the workplace. We instill hope, inspire confidence, and empower women to seek careers that are personally and financially fulfilling.

We want to do more of what is working well, and position the organization for even greater relevance and impact in the years to come.



Today, more than ever, we are compelled to serve women with the resources they need to break out of poverty. An increasing number of women are single heads of households. Many of them juggle multiple low-wage jobs that keep them trapped in a cycle of unsustainable wages. A growing number of women must find a way to break free from past mistakes and build positive momentum after being incarcerated.

Women's Resource Center provides a welcoming, safe, supportive, and relevant environment that helps eliminate barriers and equip women with the tools to achieve fulfillment and purpose in employment.

This strategic plan builds upon our past successes and positions us to build capacity over the next several years.

Mission

OUR PURPOSE

Equipping women to achieve purpose, fulfillment, and financial stability through meaningful employment.



Vision

HOW WE SEE THE FUTURE

All women will achieve their full potential.



Values

WHAT'S IMPORTANT

ACCOUNTABILITY: We take responsibility by holding both our participants and ourselves accountable.

ADVOCACY: We advocate for our participants and act as a catalyst for systems change.

EXCELLENCE: We deliver evidence-based quality services offering an exceptional experience.

INCLUSION: We recognize and embrace the diverse experiences of our participants to foster a culture of respect and dignity.

RELEVANCE: We adapt our services to existing economic and community conditions.

TRUST: We maintain the highest level of privacy.



STRATEGIC PRIORITIES

Programming

- CURRENT REALITY Women's needs and required workplace skills have changed dramatically in the last 10 years. Our training content and program delivery are lagging behind the market need.
- STRATEGIC VISION We will refresh our training so that it is current, accessible and cost-effective, providing women with essential skills for today's business environment.

Sustainability

- CURRENT REALITY We have 45 years of demonstrated success in our field, but have not invested enough time in sharing our story and cultivating the community partners needed to deliver effective services.
- STRATEGIC VISION We will engage new partners in our mission who can provide financial support as well as career opportunities for our clients.

Operations

- CURRENT REALITY Our operations are designed to run effectively during "normal business hours" with a combination of staff and volunteers.
- STRATEGIC VISION We will reimagine our service delivery to align with our new programming and with our clients' needs for condensed learning and non-traditional hours.

Outreach

- CURRENT REALITY We successfully serve a portion of the potential market with our programs and our volunteers.
- STRATEGIC VISION We will expand our outreach to underserved women, and increase our volunteer base to energize that growth.

Facilities

- CURRENT REALITY Our facility is small and inflexible, which constrains our growth and forces us to rent or borrow space for much of our training.
- STRATEGIC VISION We will relocate to a more centralized facility with ample, flexible programming space.

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