





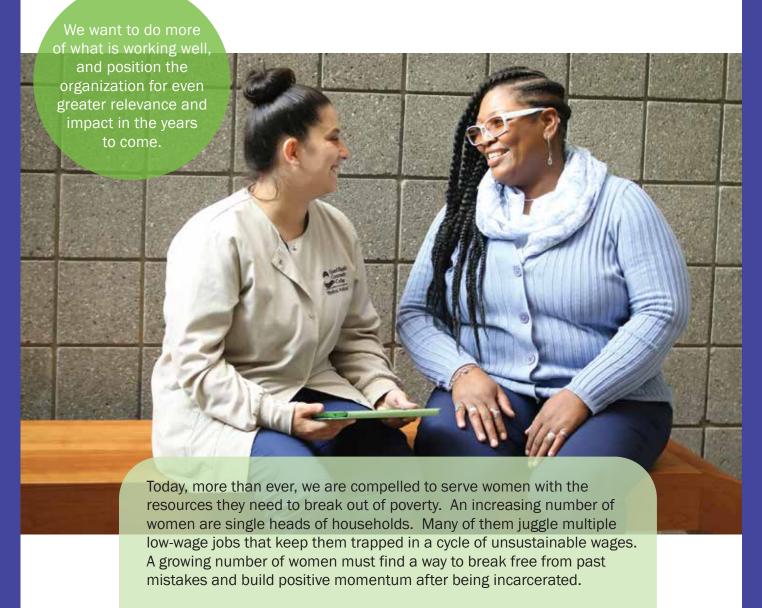




Strategic Plan Summary 2018-2021

### 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.



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 -

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

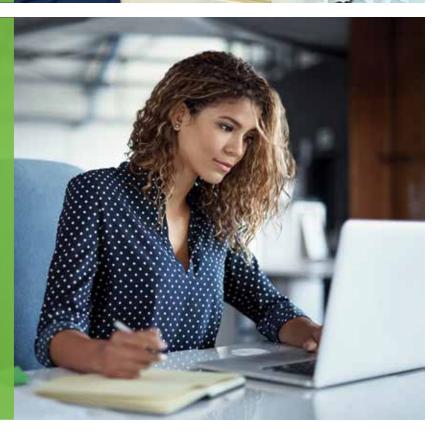
ADVOCACY: We advocate for our participants and act as a catalyst for systems change.

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.

#### **BOARD OF DIRECTORS**

Board Chair: Carol Crawford Vice Chair: Scott Ayotte, J.D.

Secretary: Maureen Fitzgerald Penn

Treasurer: Andrew Lebron

Chief Executive Officer: Sandra A. Gaddy



### **Directors**

Roya Bruce Jennifer Deamud Deborah Guyton Terri L. Land India Manns Janet Ramsey Melissa Reardon Kelley Root Rachel Scott Richard Spruit Jill Bromely VanWyk Barbara Muller Wilson, J.D. Linda Witte



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