

# **CREW Houston STRATEGIC PLAN**

## **RELEVANCE & INFLUENCE**

**Last revised on November 10, 2017**



**CREW  
NETWORK<sup>®</sup>  
HOUSTON**



# CREW HOUSTON – MISSION & GOALS

Strategic Goals as updated by Board of Directors of CREW Houston, October 25, 2013.

## **MISSION**

**To influence the success of the commercial real estate industry by advancing the achievements of women.**



# CREW HOUSTON - GOALS

**GOAL I** – Promote CREW Houston's brand as the premier and influential commercial real estate organization.

**GOAL II** – Provide an environment of opportunities for members to achieve the highest level of their potential.

**GOAL III** – Attract and retain diverse and talented individuals by enhancing the value of membership.

**GOAL IV** – Maintain financial stability and efficient operations through governance structures.



# CREW HOUSTON - GOAL I

Promote CREW Houston's brand as the premier and influential commercial real estate organization.

<b>COMMITTEE</b>	<b>OBJECTIVE</b>
Communications & Member Services	Reinforce member value through communications.
Programs	Host signature events that are relevant.
Programs, Membership, Sponsorship & Special Events	Target Key New Members who are key stakeholders and heavy hitters.
Membership, Sponsorship	Target Key Specific Companies whose employees are not members to become Members and Sponsors.

# CREW HOUSTON - GOAL II

Provide an environment of opportunities for members to achieve the highest level of their potential.

<b>COMMITTEE</b>	<b>OBJECTIVE</b>
Communications	Advertise and communicate opportunities for member involvement.
Member Services	Promote CREW Network Leadership Summits, CREWbiz and Leadership Certificate Program.
Mentoring & Leadership	Enhance professional development. Create Distinguished Leaders Program to attract senior commercial real estate women executives to mentor and give back to members.
Committee Chairs & Board Liaisons	Improve communication and collaboration between committees to enhance programming.

# CREW HOUSTON - GOAL III

Attract and retain diverse and talented individuals by enhancing the value of membership.

<b>COMMITTEE</b>	<b>OBJECTIVE</b>
Membership Member Services	Encourage Members to attend upcoming events.
Membership All Committee Chairs	Include all Committee Chairs at Meet & Greet for New Members before monthly luncheon programs.
Member Services, Special Events & Programs	Enhance Members only events to make them THE event members want to attend.
Member Services, Communications & Sponsorship	Promote CREW members for nominations within the industry. Promote Sponsor achievements.
Board (Task Force)	Create opportunities for members to experience mentor/mentee relationships.
Programs	Participate at committee level to build trust and network.
Mentor / Leadership	Create buddy program for new members to meet others and understand how CREW Houston functions.

# CREW HOUSTON - GOAL IV

Maintain financial stability and efficient operations through governance structures and internal controls.

COMMITTEE	OBJECTIVE
Executive Director & Committee Chairs	Create Best Practices/Lessons Learned on monthly board reports for each event and program including timelines and necessities for those events and programs.
Treasurer & Committee Chairs	Committee liaisons are responsible for all expenses and communication with Treasurer. All payments should be made by Executive Director with CREW credit card and all contracts should be reviewed by a designated CREW Member attorney before being signed by President.