

**Women in Higher Education in Tennessee
Strategic Plan 2011-2016**

*Approved
w/ amendment
by HZ
seena*

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Mission Statement

WHET provides opportunities for members in higher education to engage in cultivating their personal and professional potential.

Vision Statement

WHET Will:

Be recognized as a premier professional organization that empowers professionals; advocates professional growth; provides career opportunities and develops community partnerships.

We are creating a path that will lead to continuity in growth and achievement.

Goals

I. Growth

Objectives

A. Increase membership

Target: 40% increase in annual growth for individual memberships and 20% institutional memberships

B. Increase visibility

Targets:

1. increase in sponsorships
2. produce quarterly newsletter
3. upgrade website
4. develop a speakers bureau
5. increase WHET member presence at professional conferences

C. Increase communication

Targets:

1. provide surveys to members to assess needs
2. promote membership
3. communicate more effectively with website
4. increase participation of president's of institutions and communication with

Amended 10/7/11

II. Networking

Objectives

A. Internal Networking (within WHET)

Targets:

1. establish and maintain buddy system
2. identify memberships
3. online mentor program

B. External Networking (between WHET membership and other entities)

Targets:

1. identify organizations to partner with
2. increase contact with external bodies

C. Enhance technology (improve IT capabilities to facilitate networking)

- Targets:**
1. provide professional development webinars
 2. establish and maintain WHET Facebook site
 3. upgrade website for increased usability

III. Mentoring

Objectives

A. Facilitate and Provide Opportunities for Professional to Professional Mentoring

- Targets:**
1. increase professional/professional mentoring interactions
 2. develop online resource for mentoring

B. Facilitate and Provide Opportunities for Professional to Student Mentoring

- Targets:**
1. increase professional to student mentoring interactions
 2. develop online resource for mentoring
 3. develop relationships with all graduate programs at institutions of higher education to promote WHET

C. Provide a Supportive Framework for Mentoring

- Target:** implement a support framework for mentoring

IV. Professional development

Objectives

A. Identify demand/need for Professional Development among Membership

- Target:** membership will feel that WHET identifies the needs for professional development of its membership and attempts to meet these needs

B. Provide Funding for Professional Development

- Targets:**
1. hold 5 annual professional development events of some form
 2. provide scholarships for up to four individuals

C. Provide/Facilitate venues for Professional Development

- Targets:**
1. provide and maintain at least 3 regional conferences
 2. provide and maintain at least one annual statewide conference

V. Cultivate and Maintain Community Partnerships

Objectives

A. Work with TN High Schools to mentor and provide opportunities for underprivileged girls

- Target:** initiate mentoring opportunities with high schools

B. Partner with member institutional projects

- Target:**
1. add two member institutions per year until all institutions of higher education participate
 2. initiate student organizations focused on higher education