



Executive Summary

March 2018

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International Women's Convocation Strategic Plan

Vision

We are a global partnership of U*U women
who work for women's empowerment
through U*U connections around the world.

Intentions

Why we exist; what we hope to achieve.

The IWC exists to:

- Achieve gender equity
- Ensure women have the power and resources to pursue their dreams and goals, free from physical or psychological violence and discrimination
- Improve the lives of women by working for a world in which women
 - Are leaders in all aspects of their societies, including, but not limited to, faith, civil, and business organizations
 - Have economic power and access to economic opportunities
 - Have access to the education they need to be full participants in their communities and in the world
 - Are safe in their homes and in their communities
 - Have access to affordable, comprehensive, and quality health care, including reproductive care
- Dismantle patriarchy and other structures and systems that lead to the oppression of women

Guiding Values

These principles or beliefs guide our behavior. The sequence does not imply priority.

- In everything we do, we promote U*U values of affirming the inherent worth of individuals and working for justice and fostering global community.
- The products and services we provide will be
 - Relevant, culturally sensitive, and accessible (financially and physically)
 - Sustainable, flexible, adaptable, and transferable
 - Driven by the women who will benefit
- Respectful of the capabilities of all women, everywhere
- Nondiscriminatory regarding religion, race, sexual orientation, gender identity, ability, class, ethnicity, or age
- Accountable to our stakeholders

Market Space

Offerings

These are our products and services.

Our highest-priority Offerings are comprised of two major categories:

- Leadership Development is our most important Offering
 - Leadership skills are the foundation for women to address their needs in each of our other program areas
 - Economic Empowerment
 - Education
 - Health & Reproductive Justice
 - Preventing Violence
 - Progress for women in each of our program areas lifts whole societies by reducing poverty, improving the lives of families and communities, and contributing to a more peaceful, gender-equal world
 - Topics and formats for leadership development workshops will be determined by the community being served, but may include
 - Focused on Preventing Violence Against Women and Women's Health and Reproductive Justice
 - Broad-based leadership development training for leadership in civic, religious, non-profit organizations, and for-profit business organizations
- Convocations and Gatherings
 - Smaller, more frequent Gatherings
 - Larger Convocation every 4-5 years
- Connecting Those Needing Resources with Those Who Have Resources
 - Raising funds (e.g., individual donors, UUFP grants, Faithify, International Women's Day plate collections)
 - Sharing what women are doing and lessons learned
 - Identifying women with skills they are willing to share/teach others
 - Building networks and coalitions of women

Markets

The following are IWC's high priority markets:

- Geographic
 - Women in India
 - Women in the Philippines
 - Women in the US
 - Women in Bolivia
 - Women in Transylvania
 - Women anywhere
- Demographic
 - Young Adult Women (as defined locally)
 - Women of any age

Environments

External Environment

These external conditions affect IWC.

- Legal, economic, and political trends impacting women in our target markets in our primary areas of concern
- Trends in telecommunications technology
- Activities of U*U organizations, particularly those operating internationally (e.g., UUA International Office, ICUU, UUPCC, IALRW) or which serve women in our Markets (e.g., UU Women's Federation, UU Women & Religion)

Internal Environment

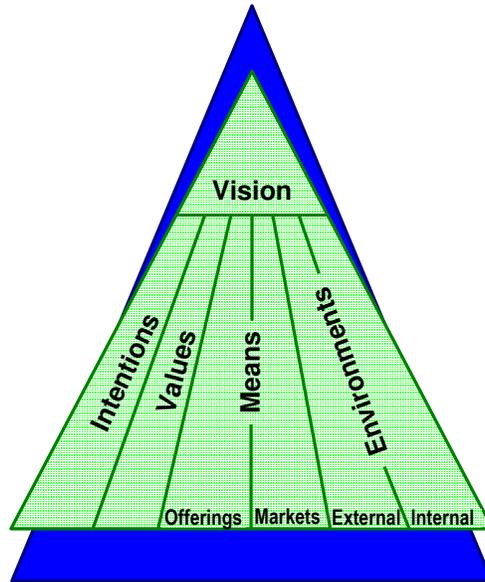
How IWC organizes itself to produce our Offerings to our Markets, consistent with our Guiding Values, so that we achieve our Intentions.

- Staffing
 - We rely primarily on volunteers, with part-time, paid staff
 - We will develop processes to recruit and develop volunteers to carry out the work and to lead the organization
- Fundraising
 - Most of our fundraising income is passed on to women leaders providing programs to women in their communities
 - We will develop a stable funding base to implement our Offerings and to sustain the organizational infrastructure that makes our work possible
- Partnerships
 - We work with U*U women's groups and organizations to deliver our locally-based Offerings
 - Seng Kynthei, the Women's Wing of the Unitarian Union of North East India (SKUUNEI)
 - UU Women's Association of Philippines
 - Buhata Pinay, NGO of UU Women's Association of Philippines
 - Unitarian Women's Association of Romania (UNOSZ)
 - Unitarian Women's Association of Hungary (MUNOSZ)
 - Comunidad Unitaria Universalista Boliviana
 - Self-Employed Women's Association (SEWA), India
- Communications
 - We rely almost exclusively on internet-based media for our communications across national boundaries

Appendix

Overview of the Planning Model

The strategic planning process for the International Women's Convocation (IWC) followed a model developed by Advanced Strategies, Inc. The process was led by Kathy Burek, a retired Advanced Strategies consultant, who has permission to use this strategic planning model with Unitarian Universalist groups.



Intentions: Why does your unit or organization exist? What results is your unit expected to achieve for the larger organization? What are your contributions to the organization's overall mission (stated in terms of results, not activities)?

Guiding Values: What guides the behavior of your organization or unit? (Standards of conduct, quality bar for offerings, how you treat customers/partners/staff).

Means:

Offerings: The products or services you provide to achieve your Intentions

Markets: Individuals or groups outside your organization or unit to whom the products or services are provided

Environments:

External Environments: Factors outside your organization that you must monitor or adjust to

Internal Environments: How should you organize yourselves to deliver your Offerings to your Markets? Includes work processes needed to deliver the Offerings to the Markets, budget, socio-political aspects (e.g., culture, reward structures), information needs, equipment, staffing (use of employees, contractors, volunteers), etc.

Vision: A summary of the above, e.g., Acme Web Industries intends to get rich and serve humanity, while being honest, fair, and hard-working, by delivering web services to small businesses, in the Twin Cities with a professional staff of contracted, quality employees all following the same methodology.