

## STRATEGIC PLAN

# FLORIDA COMMISSION on the STATUS OF WOMEN 2014 REVISED

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## **INTRODUCTION**

The Florida Commission on the Status of Women was established by the Florida Legislature in 1991 pursuant to Section 14.24, Florida Statutes, and is located in the Office of the Attorney General. Commission members are appointed by the Speaker of the House of Representatives, the President of the Senate, the Attorney General, the Governor, Chief Financial Officer, and the Commissioner of Agriculture. Statutory language concerning the duties of the Commission reads as follows:

- (4) It shall be the duty of the commission to study the changing and developing roles of women in American society. The study shall include, but not be limited to the following areas:
  - (a) The socioeconomic factors that influence the status of women.
  - (b) The development of individual potential.
  - (c) The encouragement of women to utilize their capabilities and assume leadership roles.
  - (d) The coordination of efforts of numerous women's organizations interested in the welfare of women.
  - (e) The identification and recognition of contributions made by women to the community, state, and nation.
  - (f) The implementation of paragraphs (a)-(e) where working conditions, financial security, and legal status of both sexes are improved.

## **VISION**

The Florida Commission on the Status of Women is the established resource for information in support of the empowerment and success of women. The Commission honors Florida women for their outstanding contributions, including induction into the Florida Women's Hall of Fame.

## **MISSION STATEMENT**

The Florida Commission on the Status of Women recognizes and supports women of all ages as they strive to achieve their fullest potential.

## **STRATEGIC GOALS**

### **STRATEGIC GOALS**

1. Improve the relevancy of the commission with quantifiable information and results.
2. Increase the awareness of the Florida Commission on the Status of Women's missions, objectives, and accomplishments throughout Florida.
3. Identify, recognize, and promote the contributions made by women to the community, state, and nation.

## 2014-2015 ACTION STEPS

### **Annual Report**

- Conduct 5 – 7 listening sessions throughout the state by region with to allow stakeholders to express their views about key areas of concern in their immediate area that are facing women and families today to create the FCSW Annual Report with a goal to be distributed at the 2015 Florida Women's Day at the Capitol.

### **Bylaws**

- Conduct and in depth review of the Florida Commission on the Status of Women Bylaws and Policies and Procedures to incorporate the Commission's revised Strategic Plan.

### **Public Policy**

- Educate women about the legislative process and encourage them to become active and informed citizens.
- Increase the significance of committee within the Commission and to the public.
- Successfully host the 2015 Florida Women's Day at the Capitol with increased attendance, sponsorships, and broad partnerships.

### **Women's Hall of Fame**

- Increase involvement from the Local Commissions on the Status of Women around the state.
- Create a state-wide women's history essay contest for 6<sup>th</sup>-9<sup>th</sup> graders with an awards presentation at Women's Day at the Capitol
- Develop a marketing plan for the Women's History Coloring Book and distribute it throughout the state
- Create a Florida Women's Hall of Fame Website
- Begin the Creation of video biographies for the Florida Women's Hall of Fame Members

### **Awards & Recognition Task Force**

- Include one at least one committee member from each award region to serve as the area's representative. This may require an amendment to the Bylaws.
- Establish a defined recognition process.
- Increase the number and quality of nominations submitted for consideration.
- Enhance the amount of recognition and exposure received in each community where awardees live.

### **Public Outreach Task Force**

- Increase awareness of the status of women and families in Florida and the work of the Florida Commission on the Status of Women
- Build partnerships with other organizations providing programs focused on issues affecting women
- Develop and implement an annual communication plan including press releases and social media
- Review ways to utilize current and/or emerging technology (e-newsletters, social media, blogs) in order to enhance efforts in promoting the work of the Florida Commission on the Status of Women
- Distribute e-communications at least 10 times each year and a full e-newsletter quarterly
- Redesign, expand and maintain website with up-to-date resources and information of interest to FCSW constituents
- Conduct 10-20 Commissioner speaking engagements or informational expos annually
- Distribute FCSW resource list to all Commissioners
- Develop a coordinated way of updating Appointing Authorities of the work of the Commission
- Distribute a one-page summary of the work of the Commission following every quarterly meeting
- Create indicators to track the reach and ensure effectiveness
- Assist the Foundation with the creation of a sponsorship packet