



**FLORIDA COMMISSION**  
*on the STATUS of* **WOMEN**

## **FCSW Strategic Plan**

**2021 - 2023**

APPROVED OCTOBER 14, 2020  
107 WEST GAINES STREET  
TALLAHASSEE FL 32301

## FCSW STRATEGIC PLAN

*The purpose of this document is to establish a connection between our mission and vision by addressing three questions: What is our purpose? (Mission) What do we want to achieve? (Vision) How are we going to get there? (Plan)*

Since 1991, leaders from across Florida have been appointed to the Florida Commission on the Status of Women (FCSW). Collectively, these leaders, with the support of dedicated staff, work to deliver programming aimed at improving the well-being of Florida women and girls – and by extension, all Floridians.

We have a three-fold mission: **Collaboration. Education. Celebration.**

We **COLLABORATE** with organizations statewide to raise awareness of the challenges and issues facing Florida women and families, and the resources available for assistance.

We **EDUCATE** Floridians by hosting educational forums and seminars on far-ranging women’s issues; from economic challenges to climbing the ladder of success.

We **CELEBRATE** the contributions and successes of women and girls.

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### MISSION AND VISION: WHY WE EXIST AND WHAT WE STAND FOR

**Mission:** Our mission is to enrich the ability for Florida women and girls to achieve their fullest potential.

**Vision:** Florida women are uninhibited by gender-related barriers.

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### STATUTE

The Commission’s legislative authority now exists in Section 14.24 Florida Statutes. The Commission’s mandate is to study and make recommendations to the Governor, Cabinet and Legislature on issues affecting women, including: The socioeconomic factors that influence the status of women.

- The development of individual potential.
- The encouragement of women to utilize their capabilities and assume leadership roles.
- The coordination of efforts of numerous women’s organizations interested in the welfare of women.
- The identification and recognition of contributions made by women to the community, state, and nation.

The Commission is also charged with administering the Florida Women's Hall of Fame each year. Section 265.001 Florida Statutes.

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## RESOURCES

*The FCSW serves women of all ages and backgrounds who reside in the state of Florida, representing **10,170,011** women or 51.1% of the State's total population, according to the U.S. Census Bureau.*

The Florida Commission on the Status of Women (FCSW) is a non-partisan board consisting of 22 appointed members, administratively housed in the Office of the Attorney General. The members are appointed by the Florida Governor, Attorney General, Chief Financial Officer, Commissioner of Agriculture, President of the Senate, and Speaker of the House of Representatives. Commissioners come from very diverse backgrounds and professions, and represent different geographic areas of the state. Together, the many women, and sometimes men, who have served on the Commission over the years have made it their mission to recognize and support women of all ages as they strive to achieve their fullest potential.

Programs, outreach projects and day-to-day operations of the Commission are managed by three employees, who provide administrative and communication support.

The Commission relies solely on state funding allocated each year by the Florida Legislature. This funding must cover all aspects of the agency. The Commission focuses its efforts on achieving efficiency and effective organizational management. However, the more significant drivers of its effectiveness are a fully engaged board, dedicated staff members, a well-defined brand and assistance from excellent communication and social media consultants. Coupled with the FCSW's commitment to collaborating with other organizations throughout the state, these drivers will ensure the successful fulfillment of its mission.

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## BACKGROUND

In the spirit of our mission to be focused on the status of Florida's women and families, the Commission traveled across the state to hear the Voices of Florida Women.

During 2019 - 2020, the FCSW conducted 18 conversations on college campuses, in public libraries, in community centers, all in partnership with organizations that focus on supporting Florida women.

We listened as women spoke their truths on issues which concern them and other women they know in their communities.

A subsequent online survey was also developed to supplement the work of the conversations by providing feedback from women not able to attend in person. In all, more than 1,500 Florida women shared their thoughts and stories with us. The following five key issues were forefront of Florida women's concerns:

- Affordable Housing
- Caregiving (child and senior)
- Economic Security
- Health (physical and mental)
- Women's Leadership

When asked about what is most needed to address the five key issues, the following recommendations were most mentioned by participants:

- Increase education because there is a general lack of knowledge about where to find assistance, services, and resources
- Develop a centralized and comprehensive mechanism to give women access to various types of information, resources and referrals
- Engage in more effective and efficient communication and collaboration between organizations committed to keep Florida a great place to work, live and raise a family
- Greater access to gender specific data for populations such as girls, minorities, incarcerated women, senior women and female veterans
- Men, especially male leaders, need to be engaged in this discussion and are integral to determining solutions

Women and families throughout Florida share common concerns and challenges. There is a real need for coordinated efforts among government and service organizations, and to inform women on how to best access these resources. A general lack of information and knowledge on where to find resources and services in communities statewide is prevalent. Women across Florida expressed a real desire to see more women as leaders and to be a part of the solution to the challenges they face.

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## KEY PRIORITIES: WHAT WE WANT TO ACHIEVE

*These principles represent the Commission's most fundamental organizational values and are based on the duties of the Florida Commission on the Status of Women's legislative statute in section 14.24 Florida Statutes. All actions of the Commission will be in accordance with these principles.*

The Florida Commission on the Status of Women provides communication, promotion, and collaboration among the hundreds of organizations working in all 67 counties that are focused on the welfare of the women of Florida. We are all interested in improving the well-being of Florida women and families – and by extension, all Floridians. In doing so, we strive to be a resource for lawmakers, businesses, and residents so they have a better understanding of these important issues.

The Commission communicates both women's needs and concerns and their successes and contributions so that they can become better connected to their communities and to the tools, resources and opportunities needed to find their own voice.

- Priority #1: Gather data and increase awareness of the status of women in Florida and the issues they face
- Priority #2: Recognize and promote the contributions women in Florida make to the community, state and nation
- Priority #3: Advance performance of the Commission through excellence in managing resources, talent and information technology

## PRIORITIES, STRATEGIES, ACTIONS AND KEY PERFORMANCE MEASURES

### PRIORITY #1: GATHER DATA AND INCREASE AWARENESS OF THE STATUS OF WOMEN IN FLORIDA AND THE ISSUES THEY FACE

#	STRATEGY	ACTION/ACTIVITY	PERFORMANCE MEASURE	COMPLETION DATE
1	Continue to identify and develop stronger and broader collaborative relationships with likeminded organizations that support the FCSW's Vision	Conduct a formal engagement program with statewide organizations		
		Promote events and resources including the FCSW Speaker's Bureau		
2	Advance the FCSW as a statewide repository of and resources for local, state and national research on women and the issues affecting them	Collect and assess current research; issue data reports, fact sheets, and resources on key areas of concern		
		Design and implement remote information gathering sessions		
		Develop relationships with key organizations conducting research in specific areas		
3	Develop and communicate system of key indicators measuring the status of women in Florida	Distribute frequent, brief, relevant surveys to get a pulse on the issues impacting women of Florida, and determine why issues are important		
		Use the surveys to build FCSW lists and outreach		
		Provide the data-analytics from surveys in brief reports to update legislators and other state and national organizations		
		Expand and maintain website with up-to-date resources and information		
		Review ways to utilize current and/or emerging technology (videos, webcasts) to enhance efforts		
4	Maximize the utilization of technology to deliver messaging in diverse formats	Develop a conservative digital ad buy plan annually		
5	Equip Florida women to fully participate in the political process by running for office and advocating with their local legislators	Design and deliver virtual <b>LEAD Summit</b> , and essay contests		
		Host virtual <b>LEAD Lunch &amp; Learns</b> on trending topics ascertained from surveys		

		Utilize 100% of Commissioners in promoting the FCSW utilizing technology		
5	Develop outreach programs that address five key issues affecting women identified in <i>Voices of Florida Women</i>	Explore changing the committee structure to address five key areas of concern; Committees submit reports to Board for review at each quarterly meeting  <i>Annual Report to Public Outreach</i>  <i>Spirit of Community and Hall of Fame to Awards Committee</i>		

Priority #2: Recognize and promote the contributions women in Florida make to the community, state, and nation

#	STRATEGY	ACTION/ACTIVITY	PERFORMANCE MEASURE	COMPLETION DATE
1	Strengthen existing annual recognition celebration that recognizes significant contributions made by women	Launch and promote the WHOF Kiosk		
		Maximize access to recognition programs using technology and other approaches		
	Highlight the 30th anniversary of the FCSW	Develop and implement a comprehensive communications strategy		
		Engage former Commissioners in servings as Champions of the Commission		
		Spotlight each Commissioner and link to five key issues		

**PRIORITY #3: ADVANCE PERFORMANCE THROUGH EXCELLENCE IN MANAGING  
RESOURCES, TALENT AND INFORMATION TECHNOLOGY**

#	STRATEGY	ACTION/ACTIVITY	PERFORMANCE MEASURE	COMPLETION DATE
1	Build a strong infrastructure to sustain the Florida Commission on the Status of Women	Develop and implement plan to ensure all staff consistently model our brand promise		
2	Provide staff with the resources they need to operate in an exceptional manner	Identify and implement individual development plans for all of employees		
		Conduct a technology assessment and address any deficiencies		
		Identify sources and provide budget for staff development and training		

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**STATEMENT OF RESPONSIBILITIES: WHO IS RESPONSIBLE FOR IMPLEMENTATION?**

It is the responsibility of every member of the FCSW to support and promote the goals, objectives, and strategies as stated in the Strategic Plan.

- The Executive Committee reviews and refines the Strategic Plan on an annual basis, and oversees its implementation.
- FCSW Committees actively work to achieve the goals, objectives, and strategies relevant to their program area by developing activities and materials that help carry out the goals, objectives, and strategies of the Strategic Plan.
- Commissioners learn about and participate in activities that further the Strategic Plan through attendance at meetings and using available resources.
- FCSW Staff actively works toward accomplishing the items defined under the strategies of the Strategic Plan.



## 2020 EXECUTIVE COMMITTEE

Rita M. Barreto, Chair  
Karin Hoffman, Vice-Chair  
Maruchi Azorin, Secretary  
Sophia Eccleston, Treasurer  
Cara Perry, Member at Large  
Rachel Saunders Plakon, Member-at-Large  
Lady Dhyana Ziegler, Immediate Past-chair  
Jenna Persons, Parliamentarian

## 2020 COMMISSIONERS

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