



2019 Leadership Conference

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ROE, Introductions & Stroker

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- **Soft stop 1530L / Hard stop 1600L**
- **Callsign: Yak—I'll talk for 2.5 hours if you let me**
- **Gretchen, Debbie, Tameka: Don't let me**
- **Slides only to guide discussion**
- **Sidebars are reality...if it's really important, feel free to take it outside the room**
- **Name, company, Chapter, WID tenure, fun fact**



WID Mission



– Powering Defense Leaders:

- Provide women with a formal environment for professional growth through strategic networking, education, and professional development

– Growing Our Replacements:

- Strengthen the workforce by creating programs and opportunities (educational programs, coaching and mentoring, internships, workshops) that encourage talented women to fill critical skilled trade and technical positions in the Defense Industry



WID: A Proud NDIA Affiliate

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- **Increased focus on WID as part of NDIA's six strategic imperatives**
 - Advance Budget Stability
 - Expand International Security Cooperation and Interoperability
 - Gain Acquisition Agility and Regulatory Efficiency
 - Promote Innovation in Technology and Process
 - Foster Small Business Success
 - **Strengthen the Defense Industrial Base and Workforce**
- **WID “Strengthens the Defense Industrial Base and Workforce” by promoting programming which creates and enhances opportunities for women, increasing diversity and inclusion within the defense community**



Financial Processes



- **Audit Requirements—Chapters audited annually**
 - November/December
- **Why?**
 - To maintain our 501(C)3 status as a non-profit
 - IRS reviews our audits
- **You MUST keep detailed written records of all transactions**
 - Auditors may not request the same back-up material year-to-year
 - Always better to have more information than auditors request
 - Retain records for three years—NDIA retains financial records for three years
- **Pitfalls**
 - If a member provides a paid service, you must have a contract on file and you must submit invoices
- **Best Practices**
 - Chapter Bank Account and checkbook
 - NDIA COO should be a co-signer on all Chapter checkbooks
 - Provides financial continuity when Chapter leadership turns over every two years
 - Chapter Credit Card



Succession Planning

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- **Key to Establishing a new Chapter**
- **WID National requires 35 dues paying members**
- **WID National also requires commitments from sufficient women willing to take on leadership roles over the next 4-6 years**
 - Leading a new Chapter requires significant time and effort
 - After 2 years, the initial cadre needs relief
 - Once established, with good continuity material, it can get easier



Chapter Best Practices

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- 1. Make joining/renewing easy**
 - a. Join/renew link on your website**
 - b. Membership table at Chapter events**
 - c. Paper applications on hand at events**
 - d. iPad and/or laptop on site for members to join online**
- 2. Personalize your outreach**
 - a. Contact members by phone and/or email the month of expiration**
 - b. Contact members by phone and/or email the month after expiring**
- 3. Make onboarding a priority**
 - a. Contact new members within the first 30 days (ideally within the first 2 weeks) of joining to welcome them**
 - b. Send a “thank you” for joining notecard by mail**



Chapter Best Practices

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4. Offer engagement opportunities

- a. Provide information regarding networking, professional development opportunities, and other events

5. Choose appealing benefits

- a. Offer discounted prices to events for members

6. Connect with other constituencies

- a. Recruit within networks of Board members
- b. Target already formed companies, associations, military groups, etc.

• How do Chapters attract Active Duty members?

- WID's biggest strength is its network and its ability to help Service Members transition
- Every Service Member will eventually transition and we all know we need assistance



Sponsorships

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- **WID National working on Corporate Strategic Partnerships who would support all WID lines of effort**
 - **National Conference**
 - **HORIZONS Scholarships**
 - **HORIZONS Event**
 - **Other WID and Chapter Programming**
- **Will include Strategic Partners in the January Passports to Opportunity**
- **Many Corporations donate locally via their Divisions**
- **When pursuing sponsorships, what benefits will WID provide the Sponsor?**



Speaker Fees

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- **WID National does not pay speaker fees**
 - **Non-profit**
 - **Limited budget**
- **Last year we did not pay speaker travel expenses**
 - **We may pay some speaker travel expenses in 2019**
- **WID National does not prevent Chapters from paying speaker fees**
 - **Precedent will likely inform future speakers**
 - **WID National will not provide funding for speaker fees**



Mentoring and Networking

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- **Pursuing a way to connect WID members across the country without requiring a social media presence**
- **Working on implementing software to allow mentoring behind a member paywall**
- **Opt-In for WID members**
- **Connect members from different Chapters**
 - Discussions about areas of specialization
 - Information about Companies
 - Information about opportunities in the region
- **Related—What kind of additional programming for WID National?**



HORIZONS Scholarships



- **Provides resources to women who excel academically**
- **Employed or planning careers in defense, foreign policy, national security**
- **In celebration of our 100th Anniversary, NDIA donated \$100K to WID in 2018; expect another donation in 2019**
- **2018 awarded \$130K+ to 16 women**
 - Two attend Purdue, researching adaptive manufacturing, one contributed to six peer-reviewed articles and was lead author on three
 - One attends Harvard Law, USNA grad, Fulbright Scholar, Marine Reservist, Editor-in-Chief *Harvard National Security Journal*
 - One attends Georgetown Law, USMA grad, leader of BDE female engagement team in AFG, taught high school math and computer science in San Jose and completed a master's thesis on Latina STEM engagement
 - One pursuing PhD in math at NC State, focused on cryptography and cyber security, specifically post-quantum cryptography
 - One pursuing PhD in Electrical and Computer engineering at Cornell, focused on creating an in-vitro brain-on-a-chip platform



HORIZONS Celebration Event

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- **New Initiative**
- **Bring Scholarship recipients to DC for a one-day conference**
- **Each recipient briefs on research focus / area of interest**
- **Panels to exchange ideas about working in defense**
- **Partners and sponsors attend with their employees and clients**



Public Relations Tips and Techniques

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- **Good press relationships pay dividends**
 - Press coverage promotes WID's message, Chapter and National
 - Increases public awareness of WID and its mission
 - Can boost event attendance and chapter membership
- **Best Practices**
 - Identify media outlets in your region and obtain contact information
 - Introduce yourself and your chapter
 - Offer availability for comments, appearances, etc.
- **Consider establishing a chapter communications capability**
 - Chapter POCs for writing & distributing press releases, inviting media to events, promoting and publicizing your chapter
 - Provides media a known contact for ease of communication
- **Develop chapter collateral**
 - Board/Officer list with contact information
 - Mission statement
 - Event List



Public Relations Tips and Techniques

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- **Best Practices (Continued)**
- **Identify chapter spokespeople, who speak on behalf of the chapter**
 - Ensure they have NDIA Contact information if they have questions
- **Opportunities to engage**
 - Women’s History Month--offer a story idea
 - Horizons scholarship—request help getting the word out
 - Local Service Project-- Call that TV station and get a camera crew
 - News hooks for just about anything
- **Bottom Line: Media is an ally**
 - Treat them with respect
 - Maintain WID’s reputation as a professional, empowering organization for women

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WID 2019 Theme

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FUELING *THE* **FIFTY-ONE PERCENT**



2019 National Conference

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- **Women provide critical diversity of thought to drive innovation**
- **Sub-Themes: “Strong, Confident, Connected”**
- **June 13th, Marriott Crystal Gateway**
- **Two Keynote speakers: senior government, senior industry**
- **Two Power Workshops--Tentative Topics**
 - **Using Friendship to Enhance Careers**
 - **Learning to Embrace Power**
- **Two Panels—Tentative Topics**
 - **Operating in a Multi-Generational Workspace**
 - **Defense Industrial Security—The Foundation for National Security**
- **Service to the Flag Awards**
- **Industry Expo**
- **Networking Reception**



Closing Thoughts

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- **Tameka leads Chapter engagement**
- **Please provide Tameka with a prioritized list of your events**
 - We are more than just pretty faces...
- **Within bandwidth constraints, I want to help with Strategy**
 - Just ask Karen Fray
- **National Council elections for FY2020 / STTF Nominations**
- **If you're going to be in the NCR / DMV and want to meet, let us know**
 - Happy to host you at the office or meet for coffee or lunch or maybe have dinner at the house
 - Don't bring wine...I'm a wine snob...



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Questions?