



March 9, 2018

Happy Women's History Month!

Last year there was a lot of talk about the strategic plan initiative. Now, I am thrilled to report that we have wrapped up the efforts and are eager to share our process and results.

What we did...

A lot of primary and secondary research! We surveyed our volunteers, members and leaders. We examined similar nonprofits -- some with comparable missions and others with comparable structure. We compiled all the research, assembled a strong team and analyzed what we found.

What we learned...

We are good at a lot of things. Standouts are: intimate networking, passionate volunteers, innovative professional development and supporting entrepreneurship. We have room for growth in some areas, such as brand value/ awareness, membership and infrastructure.

What we want to be...

To be the world's leading life science non-profit organization that enables women to reach their maximum potential throughout every stage of their career

What we are going to do next...

We learned there are a ton of great ideas on how best to grow our organization. However, in order to achieve our goal we need to spend the next 3-5 years focusing on the following:

- Grow, retain and engage members
- Increase funding and sponsorship
- Strengthen our brand, messaging and communications
- Increase strategic partnerships

That is nice... but really, what are we going to do next...

The primary goal for 2018 is to help build and refine the infrastructure of our organization at the National level to support the growth of the whole organization. We are lucky to have so many amazing members, volunteers and leaders, whose passion has driven this organization to what it is today. Our administrative staff has done incredible work to support that passion and the volunteer-driven initiatives that fuel our activities.



This year, we will expand sponsorship and address opportunities for improving the structure of our organization by hiring a development director, as we seek to strengthen our foundation and elevate our capabilities.

Who is to thank ...

The Strategic Planning Committee (Stacie Byars, Mona Chadha, Simone Fishburn, Dimitra Georganopoulou, Rachel Kopper, Julie Langdon, Kristi Sarno, Jamie Griffin Strachota,) and Dawn Hocevar who started the process, and Li-Hsien Rin-Laures for leading the team and carrying us over the finish line.

In addition, thank you to all of our members, volunteers, subscribers, staff and leaders, you are what makes this organization so great. Yes, throughout this process we learned we aren't perfect (but who is?) and that we have growth areas (who doesn't?) but throughout all of the analysis and discussion we learned that our organization is comprised of some truly amazing women and together we have done some truly remarkable things.

With our goal and plan in place... let's go make history...

Happy Women's History Month

Cassidy Cantin
President Women In Bio