

**MS COUNCIL HORIZON PLAN  
2009-2010**

**Horizon 1  
Membership Development and Retention**

**NAIW will have 15,000 members with diversity by career levels and functions.**

Strategy	Prime Mover	Time Frame
Provide information and make contacts at colleges Try to encourage students to attend meetings	Mary Kirk King, MSU  Ora Nell Clark, USM  Wanda Cross, Ole Miss	Aug 09 - Oct 09
Council & Local – Plus 1 Current Membership +1	Every Member	July 09 – June 10
Establish a local association	Wes Pharis	July 09 – June 10
Retain at least 95% of the Membership	Local Presidents and members	July 09 – June 10
10% Growth for the Council Membership	Wes Pharis & members	July 09 – June 10
Prepare and Employee Benefit package for members and prospective members	Wes Pharis & Jo Williams	Aug 09 – May 09

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## Horizon 2 Education

**NAIW will have education programs developed and delivered at various levels of learning in multiple fashions to individuals, groups and by media targeted internally and externally.**

Strategy	Prime Mover	Time Frame
Leadership Retreat	Council Director Ruth Phillips	August 29 & Spring
Promote Education	Virginia Zeigler, Education Liaison	July 09 – June 10
Two Education Programs	Virginia Zeigler, Education Liaison	July 09 – June 10
Promote participation in Confidence While Communicating Classes	Council Director Ruth Phillips & Angie Polk, PR Chair	July 09 – June 10
Promote applications for ISFA Foundation scholarships	ISFA Ambassador & Local Presidents	Dec 09 – Jan 10
Promote other scholarship offers	Virginia Zeigler, Education Liaison	July 09 – June 10
Encourage application to National Alliance for CSR of the Year	Council Director Ruth Phillips	July 09 – June 10

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**Horizon 3  
Leadership Development**

**NAIW is known for fostering an avenue for development of leadership skills that our members can use within NAIW and in their career.**

Strategy	Prime Mover	Time Frame
Leadership Retreat – Spring	Council Director Ruth Phillips	Spring 10 – After Regional

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**Horizon 4  
Beneficial Partnering**

**NAIW will have developed relationships with other organizations and associations that are mutually beneficial.**

Strategy	Prime Mover	Time Frame
Distribute letter to employers after the Council Meeting	Council Director Ruth Phillips	Oct 09-Nov'09
Create local partnerships	Wes Pharis	July 09 – June 10

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**Horizon 5  
Technology**

**NAIW will have developed relationships with other organizations and associations that are mutually beneficial.**

Strategy	Prime Mover	Time Frame
Continue to grow Council Website and include Council Newsletter on website	Kimberly Shows	July 09 – June 10
Establish a web site for each local association	Kimberly Shows	July 09 – June 10