

STRATEGIC PLAN – WIECAN (Women in Energy Canada) (2017)

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1. Mission statement

Mission Statement:

WIECAN's mission is to help women to emerge as leaders in the field of energy in which historically women have been under represented and to:

- facilitate professional development, advancement and support of women in the energy sector;
- promote the energy sector as a long-term career option with a supportive industry-recognised network for women;
- create a strong network of contacts to foster professional opportunities for women in the energy sector;
- provide junior women access to senior practitioners to develop career opportunities and mentoring relationships; and
- to serve as a forum within the energy sector to acknowledge and highlight achievements of women working in this sector.

WIECAN intends to further this mission through creating opportunities for women in energy to engage in dialogue, discussion and professional development seminars as well as to meet informally and develop personal friendships.

2. Vision statement

WIECAN has now been active for one year. At the end of our first year, we have established a group of 188 members. Our group has a diverse body of members representing women across the industry including developers, operators, financial institutions, legal advisors, transmitters, distributors, policy advisors and regulatory specialists in the Greater Toronto Area.

What will the organization look like in one year from now?

By the end of our second year, we will have increased the number of members and continue to have a diversity of members. Our short-term goals for our second year include hosting three formal events (one in the first quarter of 2017, one in the second quarter of 2017 (which we hope will be a joint event with WIN) and one in the last quarter of 2017, expanding and formalizing governance of WIECAN and gathering feedback from members so that we can continue to formulate steps that we can take to achieve the goals set forth in our mission statement set forth in item 1 above. We will revisit the longer term vision for the organization including establishing a national platform.

3. Guiding principles:

[i.e. core beliefs that never change and are part of our strategic foundation]

Encourage diversity of attendees at events; a broad representation of companies/institutions and various roles from the sector (i.e. only attendees from one company or discipline) with both senior and junior-level participants.

Make events available to all levels of professionals.

Ensure time for networking at all events.

4. Strengths, Weaknesses, Opportunities/Threats:

Strengths

- Diverse and experienced steering committee
- Diverse Membership Body

Weaknesses

- limited committee resources
- potential limitations in what types of sponsorship support can be accepted by organizations for whom our members work
- Competing groups

Opportunities

- women in senior positions are supportive
- availability of sponsor support
- diversity in organization membership should lead to robust member group and unique networking opportunities and group events
- like minded groups out there, working for the same purposes

Threats

- Overlap with similar groups (being one of many of these types of groups)

5. Long-term strategic objectives:

- a) Build Awards Program **[NTD: Consider if this achievable in 2017]**
- b) Develop governance
- c) Develop relationship with Catalyst (Women on Board Program), 30% Club, Women's Executive Network
- d) Improve outreach/collaboration with other similar groups

6. Short-term goals/priorities/initiatives (2 – 3 yr):

- a) Continue to build a robust body of members
- b) Establish Website
- c) Host at least three events in 2017 (March 2017 – a panel discussion), (2nd – 3rd quarter – joint event with WIN), (4th quarter – a social event)
- d) Identify Potential Sponsors
- e) Publication of article highlighting WIECAN in industry publication
- f) Improve methods of communication with members

- g) Research industry conferences where WIECAN could have a presence and opportunity to expand membership/profile members/speaking opportunities/networking opportunities
- h) Expand and formalize governance
- i) Work to encourage and promote the careers of women working in the energy sector
- j) Improve our LinkedIn Site and method of communication with members to ensure that information is easily accessible by members. We will strive to ensure that our LinkedIn Site is kept current with information regarding upcoming events in the energy sector, job opportunities, speaking opportunities and networking opportunities.

7. Action items/plans (short-term):

- a) Expand Steering Committee for broader representation
- b) Continue to build Members' List
- c) Establish Website
- d) Establishment of subcommittees should be established
- e) Plan/Organize Event for March 2017 (Panel Discussion)
- f) Plan/Organize Q2 – Q3 Event with WIN
- g) Plan/organize Q4 social event
- h) Explore methods that will improve communication with WIECAN members