**WIBU as a business-How would you grade?**

A

A/B

B

C-younger people a bit aversive

**WIBU as a car-Which type would we be?**

Toyota

Volkswagon Bus

Holds a lot

Energy car

Keeps going

**WIBU-What are your thoughts when you think about the organization**

Love in the room

Fun/informative

Okay

Awesome

Good value

Good relationships

Good value for organization

Diverse speakers

Non diverse group

Energetic and energy in the group

Supportive women

Consistency-3rd Wednesday of every month

Surveys

Cost on moving back to convention center from Minnetrista

**Employees (volunteers not on the board)-Board is employer**

* Catalyst and Athena
* This year was a work in progress-lots of ppl come to the table and participate (good follow through and good communication).
* Lots of volunteers for Catalyst were not WIBU members-
* Have respect for the group
* Do they feel like they were recognized? They know they are appreciated and they feel fine but we feel like we should do better.
* Feel valued

**In three years what do we want to see**

* In a larger room-more members
* More community involvement
* Greater diversity
* Resources to make an even greater differerence
* Logo awareness
* Collarboration with other non for profits
* More for our members (boosts, progressive dinners)
* Helping more women in need
* Meeting members needs
* \*\*More community awareness for new people-find WIBU as a resource
* we want to be the premier organization because we have the community involvement,
* new to the professional world and taking the next step
* more diverse group in profession
* good mix
* addressed our turnover rate
* community awareness that let employers know this is valuable and allow employees to attend

**What would you see in 3 years when you walk into a meeting**?

* Running smoothly
* Very warm-camradrie, hugs, welcoming
* Growth in a new location-interurban room
* Professional, well organized
* Fun
* Diversity in age and profession=members ethnicity
* Polished
* Excellent speakers will come to us to want to present (want to be on our agenda)
* Recognize the power and value of this group of women –visually reviewing-circle of influence

**People want to be on our agenda for more than just selling**

* You have to be there
* Sense of urgency
* Programming is unique and valuable (not what other groups have)
* People are so friendly
* Not about dollars and cents
* Passionate about each other and community
* Classy
* Great food
* Professionally run

**Key Features**

* No Dues
* No obligation required
* Reasonably priced lunch
* Good programming
* Good networking
* Friendly
* Anually present Athena recipients
* Recognize women’s achievements
* Access to the membership directory-group of women
* Network accesss
* See WIBU out in the community-/recognizable  
  Who you gonna call?
* Dependable

**What do you want WIBU to be?**

* Resource for women-(Information about community, vendors, contacts, speaker source list, information clearing house, brain trust, mentoring,
* Recognized
* Valued
* The place for women to go to network and get professional development
* Easy access/no barriers
* Participatory with members and from members- (feel part of the group)
* Input from group
* Considered a good investment for sponsorship
* Flexible-not required to be on a committee or attend a certain number of meetings
* Good source for leadership opportunities for younger women coming in

**VISION**

**WIBU serves as the foremost professional resource for business women in East Central Indiana**.

**What is preventing you from obtaining this vision?**

* Resources of our own
* Retention
* Businesses don’t see our value-prevents employees from attending
* Women power/board very thin
* No staff/all volunteer board
* Competition for time against other organizations (altrusa, AAF, BNI, rotary)
* some more specific to what they are working in
* still growing
* women/socially competing for their time
* impediment among lack of recognition among male dominated business leaders (and other women)
* image change
* professional development
* need help- not just a Tupperware party
* like to be known more for Athena –not recognized as much as could be
* Members of group not as recognized as could be
* Missing community awareness
* Not covered by business reporter
* Commitment to having same passionate level as we all do (60 strong core)
* Lack of opportunity to showcase their investment
* Cost/expense (time commitment)
* Financial restraints for marketing
* Don’t have dues (good and bad)
* Perceived as free and not valued

**Top 5 from list above**

Financial restraints for marketing

Lack of Community Awareness

Identity Crisis

Business don’t see value for employees attending

Competition for Time

**Financial Restraints for Marketing**

* Charge monthly meal-don’t try to make money-we break even at best
* No strategic plan for our finances
* Not budgeted for marketing
* Internal marketing only to members
* Cash flow deficit from month to month
* Not been a priority for funds recently
* Not enough extra events to bring in $$
* Had $$$ not now
* Maybe sponsoring at a different level due to business resources

**Solutions**

* $$$ more money for marketing
* more activities to bring in $$$ (profit generating event)- Building relationships
* sponsorship reform (need to redo the packages for Catalyst & Athena Sponsorships)
* and include business sponsor or booth rental
* luncheon cost increase?

**Identity Crisis**

Who is our audience/customer/our focus is on agency ladies? Are we serving our members?

**Future of Catalyst? What is the goal?**

All Women / Professional Women

Something quarterly for the agency ladies

Empower encourage engage and mentor women was a goal a few years ago and this event really snowballed.

Good Bad

Helpful to those needing a hand up Hours of work

Community expectation Not accomplishing goals

Sponsorship recognition 3-6 months of time

Tactics

Welcome packet-compare and contrast

**Goals**

How do we get Athena more recognized?

* Better utilize past recipients
* Promoting the bigger picture of Athena to members
* Use other avenues of promotion (market better overall) Radio,
* Whoever is chairing it should go to the National meeting? Have recipient go to the convention as well and share experiences at the following monthly meeting
* Personal interaction
* Utilize national help (market national recognition)-forward national email blast
* Athena fact included in each email
* Lt Governor contacted Pam Price about our recipients for this past year to attend a State Luncheon
* Get Muncie on the Map
* Promote past recipients
* Look at our membership and encourage people to nominate them-raises the level of the nomination
* Digital billboard about Athena looking for nominations

Top 5

* Next monthly meeting recipients present about it whether they go to Nationals or not
* Talking to other people personal interaction
* Get nominations from membership
* Athena fact included in eblast
* Announcements Athena factioid
* Promote past recipients

**How might we have employers value WIBU mtgs?**

* Develop/implement external marketing campaign
* Have committee work on campaign
* Have one on one meetings with employers
* Target businesses that we want to see
* Conversation about why a women’s group is needed
* Why should people come to WIBU and why other people should come
* Develop presentation packet
* External branding
* Why we are needed

TOP 3

* Have one on one meetings with employers
* Target businesses that we want to see
* Create a whole marketing campaign

**How might we get rid of Financial Restraints**

* One event/Catalyst and Athena
* Better job of sponsor tables
* Get donations to sponsor campaign
* Streamline our announcement process
* Recognize business sponsors
* Make members aware of where $$$ go
* Better use of free media (news release to paper, social media), teasers, (have social media group to help with facebook)-utilize marketing committee
* Have speaker do teaser about upcoming topic
* Marketing committee does it all.

(Everything is important in this category)

Kat’s comment-there is always a turd in the punch bowl

6/24/13

What does the combined Athena/Catalyst event look like?

1. Keynote
2. 2. Luncheon Awards
3. Panel of Recipients
4. Breakouts (2)
5. Speaker/closing words

Educate Empower Engage

WIBU the catalyst for empowering women featuring the annual Athena award presentation

Audience-WIBU

Agency-add on as needed

**WIBU Special Meeting – Catalyst/ATHENA**

**December 2, 2013**

**AGENDA**

1. Review Assumptions
2. Review Event Scenarios
3. Tackle Questions
4. Discuss Budget & Sponsorships
5. Next Steps

**Assumptions**

* No Health Fair / Passport
* Panel of Past Recipients
* Pre-Event Workshop 1 to 2 weeks before
* Post-Event Workshop – 2 throughout year?
* Do hold Pre-Event Reception for nominees and sponsors

**Questions**

* Can we pursue a paid Keynote Speaker to address ATHENA attendees?
* Does a half-day symposium reduce cost for Horizon?
* Who can attend for free?
  + Agency Women
  + Past Recipients
  + Speakers
* Who is the core audience for the ½ Day symposium?
  + Professionals or Emerging Professionals
* Can we afford pre-event expenses?
  + Speaker deposits
  + ATHENA licensing fee
* Event Name
* Should we leave this event OUT of the pre-paid lunches offer?

**Budget & Sponsorships**

* We must revisit sponsorship brochure, sponsorship levels, and offerings
* With just one main event, can we offer more exposure during monthly luncheon meetings?
  + Scrolling PPT on screen before lunch?

**Possible Event Scenarios**

**Event Scenario One**

ATHENA Luncheon with 2 hour Catalyst Seminar following

Pre-Event Workshop 1 to 2 weeks before

**Event Scenario Two**

Full Day Symposium with ATHENA Luncheon in the middle

Pre-Event Workshop 1 to 2 weeks before

7:30 – 8:30 Registration and networking

8:30 – 9:15 Continental Breakfast & Opening Speaker

9:30 – 10:30 Breakout Session One (1 hour)

10:45 – 11:45 Panel of Past Recipients (1 hour)

*11:30 – 12:00 Luncheon Only Registration*

12:00 – 1:30 ATHENA AWARDS presentation, luncheon, and keynote

1:45 – 2:45 Breakout Session Two (1 hour)

3:00 – 4:00 Breakout Session Three (1 hour)

4:00 – 4:30 Closing

**Event Scenario Three**

½ Day Symposium culminating with ATHENA Awards Luncheon

Pre-Event Workshop 1 to 2 weeks before

7:00 – 8:00 Registration and networking

8:00 – 8:15 Continental Breakfast & Opening Remarks

8:30 – 9:30 Breakout Session One (1 hour)

9:45 – 10:45 Breakout Session Two (1 hour)

11:00 – 11:45 Breakout Session Three / Panel of Past Recipients (45 minutes)

*11:30 – 12:00 Luncheon Only Registration*

12:00 – 1:30 ATHENA AWARDS presentation, luncheon, and keynote

1:30 – 2:00 Networking

**Potential Panel Topics**

The Changing Landscape for Women Leaders

Lessons of Leadership

**Sample Breakout Topics**

* Turn Your Talents and Passion into Success

## Quiet Influence: The Introvert’s Guide to Making a Difference

## Career Transformations: How to Reignite Your Career Passion in an Existing Role or Navigate a Career Reinvention

## Are You Ready to Be a Change Agent and Thought Leader?

## Social Media for the Savvy Professional

**Next Steps**

1. Revise Sponsorship Brochure
2. Set meetings with major sponsors
3. Contact previous committee members
4. Contact new committee members
   1. Megan Smith
   2. Lisa Herd
   3. Dianne Hovermale
   4. Lady from AU
5. ATHENA Licensing
6. Other?