

DEPS COMMITTEES – STRATEGIC PLANNING



VISION (OUR WHY)	MISSION	VALUES & VALUE PROPOSITION
To be the premier source of empowering and impactful events that advance women in the hospitality industry through meaningful engagement, knowledge-sharing, and professional growth.	To enhance and support the professional advancement of industry women by successfully executing ongoing learning and development opportunities that will foster leadership and personal growth.	<p>Provide programs that support women at all stages of their careers, with a particular focus on leadership readiness as well as opportunities to learn from and connect with industry leaders.</p> <ul style="list-style-type: none"> • Empowerment: Enable women to take charge of their career paths • Innovation: Bring fresh, engaging ideas to event programming • Inclusivity: Ensure a welcoming environment for all participants • Collaboration: Foster connections within the industry to build a strong support network
STRATEGIC GOALS & OBJECTIVES	ACTIVITIES & IMPLEMENTATION	METRICS
<ul style="list-style-type: none"> • Expand Program Reach and Accessibility: Increase participation in events and development programs annually • Enhance Engagement and Satisfaction: Achieve satisfaction among participants by continuously refining content • Promote Leadership Development: Ensure members engage in leadership-track initiatives through targeted courses, networking, and skill-building events • Foster a Community of Peer Support: Build a dynamic peer network that connects members through group discussions and industry forums 	<p>This committee serves to deliver educational and networking events for the community, at least 2 of each per year. These occasions will be aligned with our mission and values as well as successfully producing impactful moments for our members.</p> <p>We will also provide support for other committees' activities as needed.</p>	<ul style="list-style-type: none"> • Attendance and Participation Growth: Track increases in event attendance and program enrollment • Engagement and Satisfaction Scores: Use surveys and feedback forms to assess participant satisfaction • Leadership Development Tracking: Monitor the progression of participants in leadership tracks, including career advancements, promotions, and participation in other programs