

MARCOMM COMMITTEE – STRATEGIC PLANNING



VISION (OUR WHY)	MISSION	VALUES & VALUE PROPOSITION
<p>To inspire and engage our community through impactful and meaningful communication.</p>	<p>To elevate Women In Leadership Detroit’s visibility, enhance its reputation, and foster strong relationships with members, donors, and the broader community through strategic marketing and communication efforts.</p>	<p>We deliver clear, compelling messaging that increases awareness, drives engagement, and supports fundraising, positioning the organization as a trusted community resource. Our work is guided by:</p> <ul style="list-style-type: none">• Transparency: Open, honest, and consistent messaging.• Inclusivity: Representing diverse voices and perspectives.• Engagement: Building meaningful connections with stakeholders.• Innovation: Embracing creative storytelling to promote our mission.
STRATEGIC GOALS & OBJECTIVES	ACTIVITIES & IMPLEMENTATION	METRICS
<p>Enhance Internal Communications Objective: Improve the clarity and efficiency of communication within the committee.</p> <p>Foster External Relations Objective: Strengthen relationships with members and the public.</p> <p>Ensure Consistent Messaging Objective: Maintain a unified and coherent message across all communication platforms.</p> <p>Relay Purpose, Goals, and Target Audience Objective: Clearly communicate the organization’s purpose, goals, and target audience to ensure alignment and understanding.</p>	<ul style="list-style-type: none">• Establish regular meeting schedules and implement clear communication channels (e.g., email, collaboration tools, Facebook Group).• Standardize meeting minutes and reports to ensure consistent documentation.• Create and maintain lists of WIL members, key stakeholders, and their contact information.• Clarify committee roles and foster collaboration between committees.• Develop a PR strategy with press releases, newsletters, social media updates, and regular member/public briefings.• Craft a communication plan with key messages and objectives, ensuring all external communications align with committee goals.• Train committee members on consistent messaging and review all external communications for approval.	<ul style="list-style-type: none">• Foster organizational growth through positive collaboration.• Ensure strong attendance of knowledgeable committee members.• Develop a meeting minutes template for consistent communication.• Create a welcoming environment to encourage event participation and word-of-mouth membership referrals.• Promote collaboration with other committees for high event attendance and engagement.• Partner with high-impact speakers/educators to boost event attendance.