

◆ **Develop communication plan for in-between events**

- Establish email protocols
- Consider use of phone/video conferencing, Skype, Adobe Connect

## Step 6

### Roll out the 'plan'

◆ **Monitor and adjust plan based on feedback throughout the year**



◆ **Set up periodic Steering Committee check in meetings (via phone, video or face to face)**

- Consider hosting Steering Committee meetings in various geographic locations based on need for face to face meetings or use of technology (i.e. Skype, video conferencing)

## Step 7

### Identify successes and next steps

- ◆ **Develop annual evaluation form**
  - Solicit feedback from all members
- ◆ **Reconvene steering committee to review evaluation feedback**
  - Assess successes, challenges and next steps
  - Select fall planing date for new year



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Sample resources available at  
<http://www.acsa.org/wln>

Developed by the ACSA Region 8

## Women's Leadership Network

Santa Clara County  Office of Education

## Building a Women's Leadership Network

### Seven Steps to Success!



Women's  
**WLN**  
Leadership  
Network

## Steps Overview

1. Convene an interested group of stakeholders
2. Host a Focus Group meeting to 'vet' proposal
3. Convene Steering Committee to finalize plan
4. Plan and host a Kick-off event
5. Develop and activate action plan with roles, responsibilities and expectations
6. Roll out action 'plan'
7. Identify successes and plan next steps

### Step 1

#### Convene interested stakeholders to develop WLN concept

- ◆ Discuss the interest to form a Regional Women's Leadership Network (WLN) at a local ACSA board charter meeting (pre-connect with board to discuss the purpose, needs and concerns)
- ◆ Recruit and identify 'Steering Committee' members at ACSA membership meetings, emails and/or district communications
  - Consider committee recruitment of women in different positions (site, district office, county office) and districts in the region
- ◆ Develop a stakeholder agenda
  - Review and/or develop a mission, vision, goal and objectives
  - Determine membership - target audience



- Determine membership dues (where will funding come from?)
- Establish and clarify Steering Committee roles and responsibilities
- Plan a Focus Group meeting to 'vet' proposal ideas - Set a meeting date and time

### Step 2

#### Host a Focus Group meeting to 'vet' proposal

- ◆ Announce the intent to form a regional WLN
  - Depending on geographic size, complexity and traffic patterns in a region, consider multiple venues
- ◆ Develop meeting agenda
- ◆ Share proposal with attendees
- ◆ Determine how best to meet geographic complexities
- ◆ Solicit event activities or ideas for the year
- ◆ Solicit feedback from attendees
- ◆ Revise proposal as needed
- ◆ Recruit additional volunteers to support Steering Committee work



### Step 3

#### Convene Steering Committee to finalize roll out plan

- ◆ Identify key outcomes for the year
  - What do you want to accomplish this year?
  - What activities/resources will support your outcomes?
- ◆ Establish Steering Committee roles and responsibilities (i.e. chair(s), treasurer, events)
  - Identify leads for each of the roles

- ◆ Develop a proposed annual budget needs (i.e. food, resources, speakers)

- Establish dues and/or financial support
- Identify person to collect funds, maintain membership roster
- ◆ Establish events registration mechanism

### Step 4

#### Plan and host a Kick-off event

- ◆ Identify date, location, 'program'
  - Consider geographic locations and the need for more than one kick-off event
  - Design agenda including potential list of event topics
  - Set up event registration 'mechanism'
  - Prepare materials, sign in, name tags, food
- ◆ Develop brochures to advertise the WLN membership and the kick-off event
  - Distribute brochure and kick off event flyer



### Step 5

#### Develop and activate action plan with roles, responsibilities and expectations

- ◆ Identify key events and actions for the year
  - Confirm leads for key events and activities
  - Consider multiple event locations based on geographic needs
  - Develop an event marketing strategy (brochures, advertisement mechanisms)
  - Clarify budget/funding needs
  - Design events evaluation form