



STRATEGIC PLAN 2019-2020

‘Building with a legacy in mind’

Our Vision

To continue to be the leading network for professional women in
Trinidad and Tobago

Our Value Proposition

- AFETT possesses a strong network and opportunities for members to grow and develop their business; the opportunity to play a greater role in policy formation and advocacy on women's issues and is viewed as an effective educator (wealth of knowledge and information).

Our Board of Directors

Yolande Agard-Simmons	-	President
Vacant	-	President Elect
Inga Dottin-Wiltshire	-	Secretary
Michelle Low Chew Tung	-	Director, Communications
Cheryl Sue Wing	-	Director, Finance
Sunita Gopaul	-	Director, Fund Raising
Dulcie Furlonge	-	Director, Membership
Dixie Ann Dickson	-	Director, Programmes
Jeane Warner	-	Director, Research and Public Advocacy
Solange Richardson	-	Director, Social Outreach

Our Committees

Finance

Communications

Membership

Research and Public Advocacy

Programmes

Social Outreach

Fund Raising

Finance Committee

Strategic Objective:

- maintain the financial viability of the Association and ensure proper financial records are kept in accordance with international accounting standards

Planned Actions:

- Collaborate to ensure monthly meetings are self sustaining
- Advise on programme funding options
- Explore partnerships and sponsorship for events

Communications Committee

Strategic Objective:

- Reinforce the image of the Association as the leading organisation for networking for female executives

Planned Actions:

- Activate a well-planned social media strategy
- Implement a Member-to-Member monthly bulletin
- Issue e-magazine 'Take Note' by the 1st Thursday of each month
- Facilitate a sustain media presence through media interviews and media releases on topical issues and statement pieces

Membership Committee

❄️ Strategic Objective:

- offer members best value for their membership

❄️ Planned Actions:

- Review and promote the benefits of being a part of the Association
- Increase and promote the profiles of members through collaborations with the Communications and Programmes committees via roll out of member showcase segments
- Review/streamline the application process using a combination of technology and personalized interaction
- Increase member engagement through a variety of channels

Research and Public Advocacy Committee

❄️ Strategic Objective:

- lead in the advocacy and publicity of issues faced by women and young girls

❄️ Planned Actions:

- Continue with weekly Newsday Ask AFETT Column, include a Youth Arm article each quarter
- Actively seek Grant Funding for a Research Project: topics to explore include Top 5; Female entrepreneurs as executives; or Migrant workers
- Host the second Podcast series
- Ongoing Judicial review
- Advocacy activities to include participation in 16 days of activism events; and IWD 2020 Walk
- Award the annual Bursary to two (2) female University students

Programmes Committee

❁ Strategic Objective:

- build a stronger AFETT Community, offering women professional development and networking opportunities

❁ Planned Actions:

- Introduce our '**Women in**' Series ... Export, ICT, Health, Communications, Law
- Continue our 'Mix & Mingle' Series to ensure the networking element of our meetings are maintained
- Partner with various organisations to increase the reach and appeal of our Meetings
- Financial Members to continue to showcase AT NO COST at monthly Membership Meetings, EGM and AGM

Social Outreach Committee

❄️ Strategic Objective:

- To offer women and young girls personal and professional development opportunities

❄️ Planned Actions:

- Host the 2nd Annual Networking Session for graduates of our Mentorship Programmes (December 2019)
- Execute the REACH Mentorship Programme in the Sangre Grande area (February 2020)
- Explore partnership/sponsorship opportunity to host an instalment of the Six Steps to Success programme

Fund Raising Committee

Strategic Objective:

- to raise funds to assist with the effective operation and sustainability of the Association

Planned Actions:

- Suit Me Up 2019 (October 5 2019)
- Inaugural BYOB Parang event (November/December 2019)
- Cruise Party (January 2020)
- IWD Women of Influence Awards and Mentorship Function (March 2020)
- 4th Annual Women in Leadership Series (May 2020)