

Yukon Women in Trades and Technology

Strategic Plan 2015-2017

December 17, 2014

FINAL



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Introduction

In December of 2014 the Yukon Women in Trades and Technology board came together to develop a strategic vision for the new organization. The team developed the following strategic plan as a clear testament to the mandate, vision, and strategic focus that will guide their decisions and actions for the next few years.

Yukon Women in Trades & Technology History

Yukon Women in Trades and Technology (YWITT) was founded in 2000 as a means of addressing the barriers and challenges women in the Yukon face in entering the trades. Over the last 14 years the organization has grown from a small organization offering do-it-yourself plumbing and carpentry workshops to a well-recognized community institution offering a range of programs that build awareness of trades careers and support women of all ages in the trades.

The organization has a strong reputation and has been valued for empowering women to succeed in non-traditional careers, inspiring economic security for women and educating both employers and women about the values and benefits of hiring Yukon women. YWITT is funded largely by the Yukon Government Community Training Fund and the Women's Equality Fund. The organization is adept at leveraging partnerships such as their relationship with Habitat for Humanity and Whitehorse Women's Correctional Centre to offer unique programs to a range of audiences.

YWITT has recently been through several changes. A new Executive Director was hired in November 2014. The previous Executive Director focused internally to update the organization's policies and procedures and formalize agency operations. During this period YWITT was able to transition its two contract positions, to two full time, long-term paid positions as well. Finally the organization has settled in a new location with combined shop, office and storage space that has created more efficiency and new opportunities. This has laid a strong foundation for the organization to move forward.

The board signed off on the last strategic plan developed by the organization in February 2011. Since then, the organization has shifted and refined its priorities and focus areas and a new plan is needed to take the organization forward. The organization's core mandate is not to train women, but to inspire them and connect them with training, education and job resources as well as a network of trades women who can serve as mentors and guides. Over the last three years the organization has focused on an awareness mandate, targeting young girls (grade 8-12) and helping them to consider a career in the trades before they plan their education. These programs are now well recognized in the community and funding is stable. With a strong reputation and community presence YWITT is regularly approached by mining companies, First Nations, Schools and others to create program partnerships.



Strategic Plan Elements

Organization Mandate

In order to increase the number of women in Yukon trades and technology jobs we:

Educate: about the viability of trades and technology opportunities for women

Recruit: by finding women and employers who would be successful together

Support: potential and present trades women

Organization Vision

Yukon Women in Trades and Technology is a vibrant hub with community partnerships and programs that increase awareness and provide support to women and girls in trades and technology.

Our Belief

Gender should not be a barrier to pursuing workplace opportunities in the trades and technology sectors.

Strategic Priorities

The strategic priorities that will form the main focus of Yukon Women in Trades and Technology actions in order for it to reach its vision over the next 1-3 years are:

1. Strengthen the YWITT community.
2. Standardize program delivery and evaluation.
3. Strengthen and streamline YWITT operations.



Strategic Priority Action Plans

2015-2017

Strengthen the YWITT community

1. Build relationships with industry, especially mining, and where there is interest from partners that can leverage existing YWITT programs and contribute financially.
2. Review membership program and rewards and implement measures with the goal of building a community of active instructors, volunteers and students.
3. Focus on partners who can expand YWITT reach into Yukon communities.
4. Begin to build relationships with local employers and enhance partnership with other sector partners.

Standardize program delivery and evaluation

1. Streamline and document process for each core program (YWET, Cool tools).
2. Review and strengthen evaluation framework for core YWITT programs.

Strengthen and streamline YWITT operations

1. Develop and implement a communications plan that supports strategic priority number one and increases the profile of YWITT Yukon-wide.
2. Strengthen office infrastructure and procedures and develop an annual operation plan. .
3. Refine YWITT policy, particularly in finance and HR.



Performance Measures

1. Development of communications plan
2. Develop an annual operational work plan with calendar
3. Development of HR and Finance policy
4. Development of YWITT organizational chart
5. Development of new membership program
6. Number of programs offered in Yukon communities and number of communities with ongoing partnerships
7. Number of new active industry relationships
8. Website and social media traffic
9. Increased efficiency of operations and manageable workload for staff, volunteers and supporting instructors
10. Strong evaluation programs in place for each program
11. Standardized procedures in place for each program.



Risks to Manage

1. The board must review staff workload regularly to ensure that goals are manageable and achievable.
2. The board must continue to increase its capacity and knowledge of board governance.
3. The board must ensure that strong communication is maintained between Executive Director and Board.
4. The Board and staff must remain focused on core priorities and avoid taking on too many opportunities that stretch the organization too thin.