



Tucson CREW 2009 Updated Strategic Plan

Tucson CREW is a diverse and dynamic group of knowledgeable professionals dedicated to the advancement of women in commercial real estate.

Tucson CREW Mission

Tucson CREW is dedicated to advancing the success and development of women in commercial real estate.

Tucson CREW's core values that will be promoted and enhanced through our mission include:

- | | |
|-----------------|---------------|
| * Networking | * Trust |
| * Diversity | * Mentoring |
| * Opportunity | * Visibility |
| * Recognition | * Credibility |
| * Knowledge | * Education |
| * Relationships | * Fun |

Tucson CREW Goals

Tucson CREW has established the following 3-5 year goals to support out mission:

- Goal 1:** Establish Tucson CREW as the primary resource network for commercial real estate knowledge and business opportunities in the community.
- Goal 2:** Create leadership opportunities for Tucson CREW members.
- Goal 3:** Continue to diversify Tucson CREW membership by age, experience, disciplines and ethnicity.
- Goal 4:** Increase awareness in the Tucson community about career opportunities for women in commercial real estate.

Tucson CREW Objectives

Each goal is supported by a series of objectives. The objectives have been prioritized taking into account our human and financial resources and effectiveness in the timeline outlined.

Priorities are defined as:

(1) High – develop strategies and tactics and achieve progress towards this objective in this year.

(2) Medium – work towards this objective should be undertaken if there is time and resources in this year.

(3) Low – work towards this objective can wait until a later year or be undertaken if resources are available in this year.

Goal 1 Objectives – Leadership in commercial real estate:

1. Increase networking and referrals among Tucson CREW members – **(1) High.**
2. Increase community awareness of Tucson CREW, CREW member achievements and CREW events – **(1) High.**
3. Tucson CREW members to publicly acknowledge CREW affiliation – **(2) Medium.**
4. Encourage Tucson CREW members' involvement in CREW Network – **(3) Low.**

Goal 2 Objectives – Member leadership opportunities:

1. Create and implement a clear succession plan for Board and committee involvement – **(1) High.**
2. Encourage continued involvement by past CREW leaders – **(2) Medium.**
3. Provide CREW members with speaking and writing opportunities (within CREW, CREW Network, outside CREW) – **(2) Medium.**

Goal 3 Objectives – Continued member diversification:

1. Identify specific diversity targets – **(1) High.**
2. Develop programs to recruit and retain diverse membership – **(1) High.**

Goal 4 Objectives – Opportunity Awareness

1. Continue and improve outreach to high schools – **(3) Low.**
2. Develop commercial real estate educational programs targeting community college and university women – **(2) Medium.**