

Women of Fisheries, Inc.

5-year Strategic Plan, 2025-2030

Our Mission

To connect, support, and amplify the experiences of women in fisheries science.

Our Vision

To provide a thriving, inclusive community where women in fisheries science are empowered to excel, connect with peers, and lead meaningful change. Women of Fisheries is committed to amplifying women's voices, celebrating their accomplishments, and supporting them at every career stage—ensuring that diverse perspectives contribute to the advancement of fisheries science.

Strategic Priorities

1. Governance

- a. Goal 1. Maintain an effective governance structure that supports operations.
 - i. Objective 1. Regularly review and update governance documents. Key documents include:
 - 1. Strategic Plan
 - 2. [Bylaws](#)
 - 3. [Board Member Roles and Responsibilities](#)
 - 4. [Code of Conduct](#)
 - 5. Committee Descriptions
 - ii. Objective 2. Develop additional governance documents as needed to support organizational growth and address emerging needs.
 - iii. Objective 3. Retain and archive records in an organized and accessible manner.
 - 1. Strategy: Develop and implement a [file organization plan](#).
 - iv. Objective 4. Sustain the organization's nonprofit status by fulfilling all necessary legal and reporting requirements.
 - v. Objective 5. Maintain platforms necessary to support Women of Fisheries operations and goals.
 - 1. Strategy: Evaluate the viability of using Google Workspace under our nonprofit status.
- b. Goal 2. Evaluate organizational progress annually and refine strategies based on measurable outcomes and community feedback.

- i. Objective 1. Measure and evaluate organizational performance using data-driven metrics.
 - 1. Strategy: Establish and regularly review measurable indicators to assess the reach and effectiveness of initiatives and communications.
 - 2. Strategy: Monitor membership size and representation across professional disciplines, career stages, and geographic regions.
 - 3. Strategy: Assess participation in initiatives and engagement with communications and member discussions.
 - 4. Strategy: Set annual goals and track the number of initiatives and communications delivered each year.
 - 5. Strategy: Monitor engagement on private and public platforms (e.g., website visits, public Facebook page followers, email subscribers) and evaluate impact through measures such as views, reactions, comments, and shares.
- ii. Objective 2. Gather and integrate community feedback to guide continuous improvement.
 - 1. Strategy: Provide opportunities (e.g., event surveys and needs assessments) to collect input from members, Committees, and the Board.
 - 2. Strategy: Summarize and review feedback annually to identify opportunities for improvement, new initiatives, and enhanced member support.

2. Leadership

- a. Goal 1. Develop, support, and maintain an active and engaged Board of Directors.
 - i. Objective 1. Strive for diverse representation among board members.
 - 1. Strategy: Intentionally consider representation across professional disciplines, career stage, geographic regions, skills, areas of expertise, identities, and lived experiences when recruiting and selecting new board members.
 - ii. Objective 2. Support board members' success through institutional knowledge sharing and available resources.
 - 1. Strategy: Develop and maintain onboarding and orientation documentation.
- b. Goal 2. Develop committees (e.g., Outreach Committee) and support committee members.
 - i. Objective 1. Support committee members through open communication, clearly defined goals, and responsiveness to their needs.
 - ii. Objective 2. Strive for diverse representation among committee members.
 - iii. Objective 3. Form new committees in response to organizational needs (e.g., Awards and Scholarships Committee).

- c. Goal 3. Ensure leadership coverage to coordinate regular meetings and advance Board and committee initiatives.
 - i. Objective 1. The Board President and Committee Chair shall schedule, prepare agendas, and lead regular meetings of the Board and Committee, respectively.
 - ii. Objective 2. Designate who will summarize meeting discussions and track action items.
- d. Goal 4. Develop annual work plans for the Board and committees.
 - i. Objective 1: Provide a shared structure and timeline to guide annual priorities and ensure accountability.
- e. Goal 5. Encourage leadership growth through collaboration and professional development.
 - i. Objective 1. Invest in the development of board and committee members by offering opportunities for collaboration, leadership skill-building, and training (e.g., conflict resolution, fundraising, diversity and inclusion) that support the mission of Women of Fisheries.

3. Membership Support and Engagement

- a. Goal 1. Provide a safe and supportive online space for women in fisheries science to share experiences and request and share advice.
 - i. Objective 1. Maintain and monitor a private platform (e.g., Facebook group), membership, and group norms.
 - 1. Strategy: Monitor and facilitate posts and member interactions to ensure they remain respectful, constructive, and aligned with group values.
 - ii. Objective 2. Maintain the option for members to post [anonymously](#) to protect individual identities.
- b. Goal 2. Foster supportive connections among members.
 - i. Objective 1. Coordinate activities that offer opportunities for networking, mentorship, and professional connections among members. Examples include:
 - 1. Book Club
 - 2. Themed workshops
 - 3. Fish Sisters: pair members with new contacts attending the same professional meeting
 - 4. In-person gatherings during professional meetings
 - 5. Virtual meetups
 - ii. Objective 2. Encourage engagement through recurring posts in the private Facebook group. Examples include:
 - 1. Member introductions
 - 2. “Connections” posts (by professional discipline, region, etc.)
 - iii. Objective 3. Provide opportunities for members to share successes. For example:

1. “Fish Bumps” posts celebrating professional accomplishments and achievements, including publications, promotions, awards, and professional meeting participation.
- c. Goal 3. Share career opportunities and strategies.
 - i. Objective 1. Post a recurring monthly “Job Opportunities” thread in the private Facebook group.
 - ii. Objective 2. Share relevant resources and training opportunities related to career development (e.g., applying for jobs, interviewing, negotiating offers).
- d. Goal 4. Identify difficult stages or gaps in support for women in fisheries and provide targeted assistance.
 - i. Objective 1. Administer annual awards such as the Early Career Award.
 1. Strategy: Publicize the opportunity, review applications, select recipient(s), and distribute awards.
- e. Goal 5. Ensure Women of Fisheries efforts promote inclusivity and celebrate diversity.
 - i. Objective 1. Provide a welcoming space that encourages and respects diverse perspectives.
 - ii. Objective 2. Promote and participate in annual diversity observances (e.g., International Women’s Day, Pride Month).
 - iii. Objective 3. Amplify content from other organizations that uplift underrepresented groups in fisheries and science (e.g., MISS, BIMS, Women of Aquatics, Women in Ocean Sciences, etc.).
 1. Strategy: Maintain [links to other organizations](#) on our website.
 2. Strategy: Share information, opportunities, and announcements from other organizations.

4. Visibility and Amplification of Women of Fisheries

- a. Goal 1. Amplify the voices and visibility of women in fisheries science.
 - i. Objective 1. Solicit participation and develop blog posts that highlight members, women-led fisheries research, and community discussions. Examples include:
 1. Member profiles (e.g., Early Career Award recipients, recent graduates, active contributors)
 2. Research highlights featuring women-led projects
 3. “Round up” posts summarizing advice and discussions from the private Facebook group
 - ii. Objective 2. Develop peer-reviewed articles that explore the status, challenges, and achievements of women in fisheries science.
- b. Goal 2. Strengthen partnerships and grow engagement with members and allies to expand the reach and impact of Women of Fisheries.
 - i. Objective 1. Share information (e.g., blogs, announcements, and updates) across multiple public platforms that foster connections with the public.

- Platforms may include the public website, public Facebook page, email list-serve, and *Amplified Voices* contributions to *Fisheries* magazine.
- ii. Objective 2. Share topics important to women in fisheries science at conferences, professional meetings, and invited talks (e.g., student groups, allied organizations).
 - iii. Objective 3. Promote Women of Fisheries during events such as conferences using consistent brand presence (e.g., logo use). Examples include:
 - 1. Hosting a booth
 - 2. Sharing information (e.g., QR code for website, stickers/swag)
 - 3. Hosting networking events such as luncheons
 - iv. Objective 4. Recruit and retain members by emphasizing the benefits of connection, mentorship, and professional growth.
 - v. Objective 5. Foster and strengthen a network of allies and partner organizations that share the Women of Fisheries mission and values.

5. Financial Sustainability

- a. Goal 1. Maintain financial systems and annual budgets.
 - i. Objective 1. Maintain a financial management system for receiving, tracking, and spending funds.
 - ii. Objective 2. Forecast an annual operating budget that accounts for ongoing expenses and planned initiatives.
 - iii. Objective 3. Review financials annually as a Board.
- b. Goal 2. Raise funds to support the organization and its initiatives (e.g., Early Career Awards, workshops, prizes, and in-person events).
 - i. Objective 1. Develop and maintain sustainable funding sources.
 - 1. Strategy: Identify and pursue additional revenue opportunities (e.g., sponsorships, grants).
 - ii. Objective 2. Host an annual fundraising event.
 - iii. Objective 3. Recognize and thank sponsors.
- c. Goal 3. Monitor financial performance.
 - i. Objective 1. Track all expenditures and revenue by source.