

New England Women in Energy and the Environment

STRATEGIC PLAN FOR 2022-2024

PURPOSE:

The purpose of NEWIEE's Strategic Plan is to further its mission of elevating the voices of underrepresented members of our community and driving greater diversity, equity, and inclusion in the fields of energy and environment. NEWIEE defined this mission based on research that shows that companies and organizations with diverse leadership teams are more successful on a range of metrics.¹ We also note that NEWIEE's mission encompasses the opportunity to drive more holistic solutions faster by connecting experts who may otherwise remain siloed in their daily work.

STRATEGIC PLAN

Goal 1: Broaden our impact on and participation by women and other underrepresented voices by expanding racial, occupational, geographic, and other forms of diversity in our fields.

NEWIEE aspires to create a welcoming environment accessible to all members of the energy and environmental fields, and to provide opportunities for alliances, knowledge sharing, and networking among diverse individuals and organizations. Diversity, equity, and inclusion (DEI) have become part of NEWIEE's DNA, and it is our responsibility to promote greater DEI in our fields. We aim to support and strengthen NEWIEE's value to its organizational and individual members. This goal focuses on ensuring that NEWIEE continues to deliver relevant programming and opportunities for knowledge sharing and alliances across the organization, but consciously broadens its outreach and impact. For this goal to be successful, NEWIEE must ensure it has sufficient resources to pursue its individual strategies.

	What: Description	Why: Objective	How: Possible Implementation Ideas
Strategy 1	Broaden participation of different audiences throughout the region	Diversity – geographic, career stage, racial, skills, experience	<ul style="list-style-type: none"> • Ensure DEI is front and center for all programming decisions • Continue to nurture Rising Professionals • Continue to support Boston, ME, NH, RI and WNE chapters; consider creating VT chapter • Increase recognition of chapter activities, e.g., at Annual Meetings or Galas • Consider awards or small grants for chapters • Target NEWIEE On Campus at campuses with large minority enrollment

¹ <https://www.mckinsey.com/business-functions/organization/our-insights/delivering-through-diversity>

			<ul style="list-style-type: none"> • Host more local chapter events with free or low entry fee • Develop more opportunities for volunteering and leadership in the organization • Joint programming with other groups, e.g., AABE
Strategy 2	Broaden programming subject matter	Professional development, networking, skills development	<ul style="list-style-type: none"> • Host webinars, panels, and other substantive programming • Increase Board of Director blog posts • Increase environmental, professional development, and work-life balance programming
Strategy 3	Bolster engagement with NEWIEE's individual and organizational members	Diversity among our individual and organizational members, increased membership revenue	<ul style="list-style-type: none"> • Bolster engagement with existing members and pursue additional membership benefits (e.g., more member spotlight/blog opportunities) • Pursue new and diverse organizations for membership outreach • Consider special membership offers, like free or reduced membership fees, for targeted individuals or organizations

Goal 2: Foster career entry, growth, and advancement in the fields of energy and environment, and build a network of support around members of our community

Despite advances, important metrics show there are still barriers for women entering, advancing, and achieving the highest levels of success in our fields. This goal involves breaking down barriers to entry and advancement, providing members of our community with the fundamental tools for success in their careers, and building a network of support around them.

	What: Description	Why: Objective	How: Possible Implementation Ideas
Strategy 1	Develop outreach to young women	Increase the pipeline	<ul style="list-style-type: none"> • Build on NEWIEE On Campus • Continue Mentorship Program with outreach to young professionals • Use Rising Professionals Committee to develop outreach strategies • Start a NEWIEE version of “take your daughter to work day” • Partner with other organizations (e.g., AABE) on fellowship/scholarship opportunities
Strategy 2	Develop mid-career support systems	Retain women who have entered the fields	<ul style="list-style-type: none"> • Form “crews” that offer support to members of our community • Broaden Mentorship Program to welcome mid-career professionals

Strategy 3	Share the secrets of success within the NEWIEE network	Support advancement of under-represented voices in our fields	<ul style="list-style-type: none"> • Build out NEWIEE Advisory Board to become key resource for NEWIEE and its members • Leverage relationships with former Gala Awardees to develop advancement strategies
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Goal 3: Establish a NEWIEE initiative focused on promoting diversity in the fields of energy and environment and building a more equitable society

This is a stretch goal for NEWIEE – an ambitious idea, not necessarily associated with women and their careers, per se, but instead on mobilizing the power of our combined efforts to advance NEWIEE’s core priorities, consistent with our mission.

Overall, we are looking to identify ways for NEWIEE to have broader impact and to showcase that impact, with an emphasis on NEWIEE advancing new solutions to societal inequities.

NEWIEE’s stretch goal for the 2022-2024 Strategic Plan is the establishment of --

- NEWIEE-branded annual scholarship/fellowship or grant program focused on promoting diversity in the fields of energy and environment and building a more equitable society
 - “I got my start with NEWIEE” scholarship/fellowship
 - Grant program aimed at furthering a more equitable outcome for underrepresented voices in energy and environment