

GeekGirlCon 2017 Strategic Plan



OUR VISION

Celebration of the female geek



OUR MISSION

GeekGirlCon celebrates and honors the legacy of women contributing to science and technology; comics, arts, and literature; and game play and game design by connecting geeky women worldwide and creating community to foster continued growth of women in geek culture through events.



OUR VALUES

**Welcome
Community
Empowerment
Diversity
Inclusivity**



ABOUT US

GeekGirlCon is an organization that works to empower women and girls to pursue their passions—whether they love science and technology, comics, literature, gaming, or anything else! GeekGirlCon’s largest event is a two-day convention that gives female geeks and their supporters the opportunity to build a community, share facts and fandom, and learn how they can help promote the role of women and other underrepresented groups in geek culture. GeekGirlCon is a community-driven effort, and it started that way as well. We did not have one founder. Rather, the idea to form GeekGirlCon sparked after a panel called “Geek Girls Exist” at San Diego Comic-Con in 2010.

GeekGirlCon 2017 Strategic Plan

Goals

Strategic Objectives

2017 Tactics

Owner (s)

Goal 1 Creating and Establishing Infrastructure

Hire full-time paid Executive Director

- Determine and approve market rate and fair Executive Director compensation Board
- Develop, approve and post Executive Director job description to diverse sites and communities Board
- Develop and execute an inclusive selection and interview process Board

Build and implement board infrastructure by formalizing and institutionalizing policies, processes and structure

- Increase overall diversity in board recruitment Board - Development Committee
- Implement mandatory governance training for board members Board - Development Committee
- Create board training and on-boarding documentation Board - Development Committee
- Review and update bylaws Board - All

Create and institutionalize comprehensive plan to measure and evaluate goals

- Develop doable and measurable goals via the 2017 Strategic Plan Board/Staff Directors
- Identify and track KPIs/metrics to measure impact Board/Staff Directors
- Create tracking and accountability system for staff and board Board/Staff Directors

GeekGirlCon 2017 Strategic Plan

Goals	Strategic Objectives	2017 Tactics	Owner (s)
Goal 1 Creating and Establishing Infrastructure	Strengthen and build marketing foundation and efforts	<ul style="list-style-type: none"> • Create marketing tools (i.e. Elevator pitch, External Brochure/Info material, & GGC Banners) • Increase media outreach to more mainstream news outlets (e.g. Huffington Post, CNN, MSNBC, local News etc.) • Develop and implement 2017 marketing calendar 	<p>Staff - Marketing Team</p> <p>Staff - PR Team with Marketing & Design Teams & Executive Director</p> <p>Staff- Marketing Team with PR & Design Teams</p>
	Build complete and accurate GGC records to insure organization history and relationships are maintained	<ul style="list-style-type: none"> • Purchase and use a CRM for stakeholders (e.g. attendees, funders, vendors, donors etc.) • Departments create, update and maintain operations guide for year 	<p>Staff – Executive Director with Development Director & Board Fundraising Committee</p> <p>Staff – Executive Directors w/Staff Directors</p>
	Formalize staff job descriptions/responsibilities and training	<ul style="list-style-type: none"> • Review and update current job descriptions and organizational structure • Create and maintain a yearly review process of job descriptions • Encourage apprenticeships/mentorships among staff • Update and formalize Employee Handbook (Include on/off-boarding process/checklist, & non-disclosure agreement) 	<p>Staff – Executive Director</p> <p>Staff- Executive Director</p> <p>Staff- Executive Director</p> <p>Staff – Executive Director</p>

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Goals	Strategic Objectives	2017 Tactics	Owner (s)
Goal 2 Creating and Implementing Fundraising	Build fundraising infrastructure	<ul style="list-style-type: none"> • Develop and implement 2017 fundraising plan and calendar that includes annual recognizable opportunities (e.g. Individual giving campaigns, special events, donor cultivation plan, and other board activities) • Hire volunteer Development Director and Individual Giving Manager • Write and submit at least two Grants • Create clear and actionable sponsor benefits and communicate them to appropriate staff • Recruit non-board members for board fundraising committee 	Board - Fundraising Committee with Staff support Staff- Executive Director Board with Staff support and hired consultant Staff - Development with Board Fundraising Committee and Marketing Staff Board- All
	Strengthen and expand GeekGirlCon community presence and partnerships	<ul style="list-style-type: none"> • Create and implement plan to increase GGC outreach and attendance at more cons/events • Develop more mission aligned and sustainable partnerships • Increase outreach to marginalized communities (events, hiring, outreach etc.) 	Staff – Marketing and Programming Teams Staff – Executive Director Staff – Staff Directors
	Increase diverse representation on board and staff	<ul style="list-style-type: none"> • Identify and recruit from more diverse communities for board and staff, especially for leadership positions 	Board/Staff