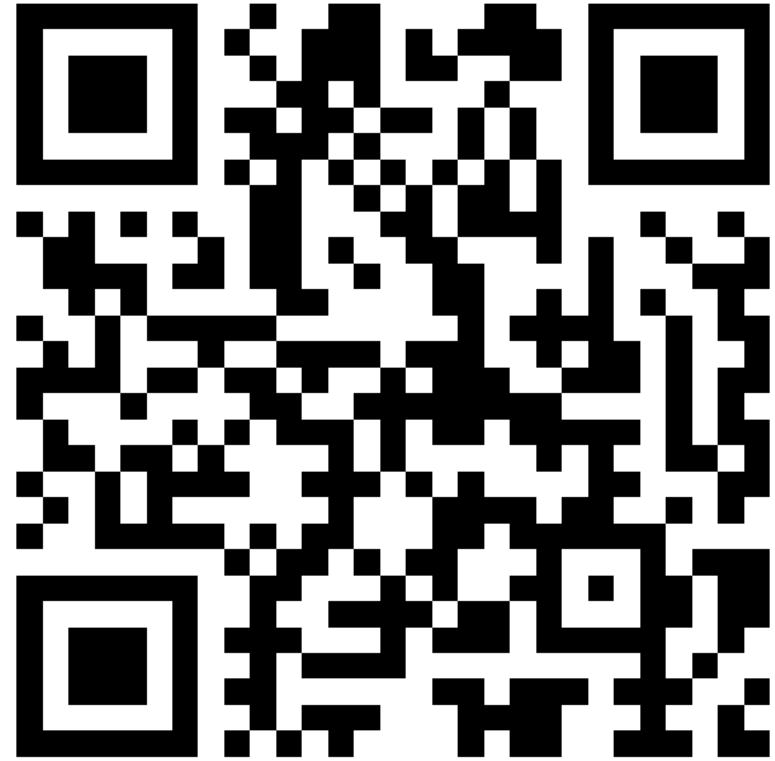


**Please sign in
using this link!**



Committee Information Session



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NAWIC DEI Standing Committee

Established March 21, 2021

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2023- 2024 National DEI Chair



Segal, Vice President, New Client Acquisition

Diversity, Equity, Inclusion Committee

Description

A resource to NAWIC members, other women in the industry and industry allies to promote and advocate for DEI efforts that will set forth change within our association and industry our industry.

Areas of Focus:

- Education
- Communications
- CommUnity Engagement

“Keys to the Future”: Goal Highlights 2023 – 2024

- Support the administration of DEI Certification Training Program pilot
- Facilitate Leadership DEI education training for National Board, Chapter Presidents, Regional Directors, Chapter DEI Ambassadors
- Develop quarterly webinar and blog
- Leverage synergies with national education committee
- Identify two new industry partners and associations
- Develop a “Women in the Trades” spotlight series to support NAWIC publications
- Update all DEI committee resources within Google drive folders



Get Involved!

JOIN A DEI PILLAR

Education

sfishernawic@gmail.com

kori.shingles@jedunn.com

Communications

andrea.giron@groupnei.com

Co-Chair Leadership opportunity

Community Engagement

TJHartso@pcl.com

DEldiraoui@pcl.com



Thank you!



Emerging Professionals

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Committee Core Purpose: Empowering Emerging Professional Women in the Construction Industry to maximize their impact on the job.

Vivid Description: This committee's goals are to help our chapters attract, retain, and bring value to the women who are new to NAWIC and/or the construction industry. We want to bridge the gap between seasoned members and new members by providing a mentoring program, articles, event ideas, and other resources. Our Emerging Professionals will benefit from learning and gaining guidance from existing NAWIC members. Likewise, the Emerging Professionals have a wealth of experiences, ideas, and abilities which will benefit our organization as a whole. We want this group to be inclusive, as it will take all of us to support and engage our Emerging Professionals and help build the best possible future for NAWIC.

Webinars, Networking Events, Employer Appreciation Events, National Contests, Outreach to new members and more!

Jasmyn Knight 2023-2024 Chair Jasmyn Knight - jknight@easinc.net



Committee Goal: Infrastructure

Build the infrastructure necessary to ensure emerging professionals have a valuable and positive experience once they join NAWIC.

Action Plan:

- **Working with membership to include welcome packet that includes information about the Emerging Professional committee and its value (mentorship).**
- **Provide at least 2 joint webinars on topics Emerging Professionals want to hear or learn about by creating a survey and have National send to current NAWIC Emerging Professionals to find out what specific subject matters they want to see as a webinar.**
- **Educating Emerging Professionals on how to make the most of their NAWIC membership to leverage it for success in the construction industry. Look at posting an article in NAWIC Today quarterly.**

Jasmyn Knight 2023-2024 Chair Jasmyn Knight - jknight@easinc.net



Committee Goal: Career Development

Action Plan:

- **Arm women starting out with the tools to maximize their impact on the job. MB to join with PD&E on Personal Branding.**
- **Recognize employers that exemplify the goals of this committee and choose to invest in themselves and the development of their employees. – website has information added and continue to send information to chapter presidents quarterly as reminders.**

Jasmyn Knight 2023-2024 Chair Jasmyn Knight - jknight@easinc.net



Resources:

- **FAQ: Emerging Professionals: What does “Emerging Professionals” mean, anyway? Why is it critical to the future success of NAWIC and the construction industry? Click the headline to learn the answers to these questions and more.**
- **Strategic Plan: Are you curious to know more about what Emerging Professionals is all about? This document highlights our long-term goals for the committee and organization.**
- **Tips & Tricks: Struggling to find ways to start an EP program in your chapter? Are you looking for new ways to engage your emerging professionals?**
- **Emerging Professionals Handbook: Are you passionate about Emerging Professionals and interested in getting involved on the chapter, regional, or national level? Here’s what being an EP chair is all about.**
- **Past Webinar Recordings: Did you miss one of our webinars? No worries, you can find our recordings here.**





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2023-2024 Marketing Committee

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2023-2024 COMMITTEE CHAIRS



Melissa Musial – National Marketing Chair (NMC)

Sr. Business Development Coordinator, MMC Contractors LV

- 11 years AEC Industry Experience
- NAWIC #74 member for 8 years, Marketing Co-Chair and Chair
- Passionate about tangible opportunities for women



TBD – National Marketing Co-Chair (NMCC)



*“Good content isn’t about good storytelling.
It’s about **telling a true story well.**”*
-Ann Handley



PURPOSE

Share NAWIC's Story

- Sharing historical content on national platforms helps identify patterns that **lead to success**
- Deeper appreciation for our origin and mission

Unite NAWIC's Stories

- Continuity and shared purpose, **common vision**
- Foster community between National, Regional, and Local NAWIC chapters
- Showcase success stories and highlight contributions to the AEC Industry

Be a Character in Other Organization's Stories

- Positive impact on the lives and careers of women
- Serve as **role model** for other professional organizations
- Encourage collaborative efforts to drive **WIC growth**



2023-2024 COMMITTEE GOALS

Chapter Outreach

- *Build rapport, monthly Marketing Committee Meeting with Regional and Local Chairs*
- *You tell us what you would like to see featured, what webinars can we provide?*
- *Surveys for content feedback / webinars*
- *How can we support you?*



2023-2024 COMMITTEE GOALS

Strengthen Internal Collaboration and External Partnerships

- **Social Media:** Increase brand recognition and audience/member engagement
 - *3-month look-ahead, share with regional chairs*
 - *Monthly reshare from Regional/Local Chapters*
 - *Input from Regional Chairs to achieve national recognition of brand*
- **Strategic Partnerships:**
 - *What platforms are upcoming?*
 - *Who are key industry talents we can highlight/ share resources with?*
 - *What are other national, female-focused groups doing, how can we share resources?*

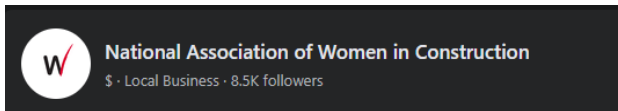


BE A PART OF OUR STORY

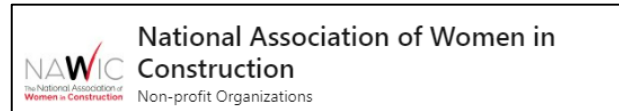
How can you deepen our message? How can you support?

- Reshare NAWIC National, Regional, and Local Social Media posts
 - *Interesting story, fact, or picture - **share with the world!***
- Submit Your Own Content
 - Email mmusial@mmccontractors.com
 - *Share to us via DM on socials*
- Nominate notable marketing members/chapters
 - *We want to see her win!*
- Follow our social media accounts

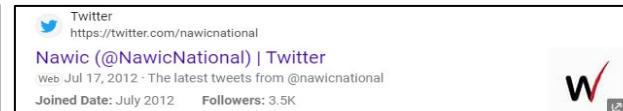
FACEBOOK



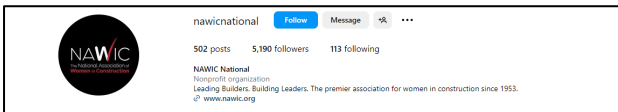
LINKEDIN



TWITTER



INSTAGRAM



TIKTOK



WEBSITE





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Thank You

mmusial@mmccontractors.com

702.587.7430

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Membership

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Committee Chairs:

Stacy Painter

Columbia, SC #113

spainter@appleone.com



Introduction:

The Membership Committee is one of the most vital committees in our Association. Our Bylaws state, “The Membership Committee shall be responsible for devising ways to increase and maintain membership in the Association”. The Chapter level is most important as it has the most direct personal contact with the members.



Strategic Plan Alignment:

Members- Create onboarding to engage new members
NAWIC- Target cities for chapter expansion



Goals:

Continue to support Regional and Chapter membership Chairs with growth of members. We will create a space for open communication and idea sharing on what is working in terms of engaging and growing membership within our local chapters and regions.



Awards & Contests:

1. **Membership Recruiters** that are stars - elevation of what they are doing so we can share.
 - a. **Regional award** - plaques to be awarded
 - Chapter size 25 or less
 - Chapter size 26 or more
 - b. Then those eight - sixteen are recognized in NAWIC Today Magazine with their ideas so it will give others' ideas.
2. **Chapter Recognition** - what have they done and what can we share - plaques to be awarded.
 - a. **Retention**
 - Chapter size 25 or less
 - Chapter size 26 or more
 - b. **Recruiting**
 - Chapter size 25 or less
 - Chapter size 26 or more



Resources:

<https://www.nawic.org>

Committees > Membership & Marketing

Membership Links

Membership Committee Handbook
Letter(s) to Prospective Members
Membership Recruitment
NAWIC Contest(s) and Incentive Programs
Possible Objections to Becoming a Member
Sample Membership Letters
Tool to Recruit and Retain

Conducting Chapter Business

Chapter Membership Survey Template

New Members

Get Acquainted
New Member Initiations

NAWIC Membership

10 Steps to Retain Members
Keeping Members Happy
Steps to Retain Members
Membership Services

Marketing Links

PR/Marketing Committee Handbook
Industry Council

Marketing Templates

Emblems & Logos
Press Release Template (MS Word)





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Professional Development & Education Committee

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PD&E Committee Purpose

To provide year-round educational opportunities to all members.

“We shall function as an education and development resource to members by providing educational webinars and podcasts, access to a rich portfolio of professional speakers and to valuable engagement through educational initiatives.”



2023-2024 Goals:

1. Development Partnerships:

- Collaborate with Emerging Professionals committee on one webinar.
- Collaborate with Diversity, Equity & Inclusion committee on one webinar.
- Work with Leadership Book Club to promote and maintain Facebook group.

2. Provide Resources:

- Balance soft-skills training with industry-specific topics in national webinars.
- Work with national office to develop the Speaker Database and launch on the national website.
- Work with Chapter Development committee to assist chapters with PD&E programming.
- Collect programming ideas from individual chapters to share on a national level.
- Assist President and staff with breakout session topics/speakers (industry/personal development) for Annual Conference.

3. Promote Effectively:

- Update national website PD&E page.
- Market webinars and other programs via national social media accounts.
- Highlight efforts of chapters providing excellent programming.



Upcoming Webinars:

- The 3 "A"s of Recruiting and Retaining a Sustainable Workforce
- Own Your Leadership Development
- Taking Advantage of Technological Advancements
- Blueprint Reading for Beginners
- Construction Contracts 101
- ... and more!





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Tradeswomen Committee

Formerly Tradeswomen Industry Council

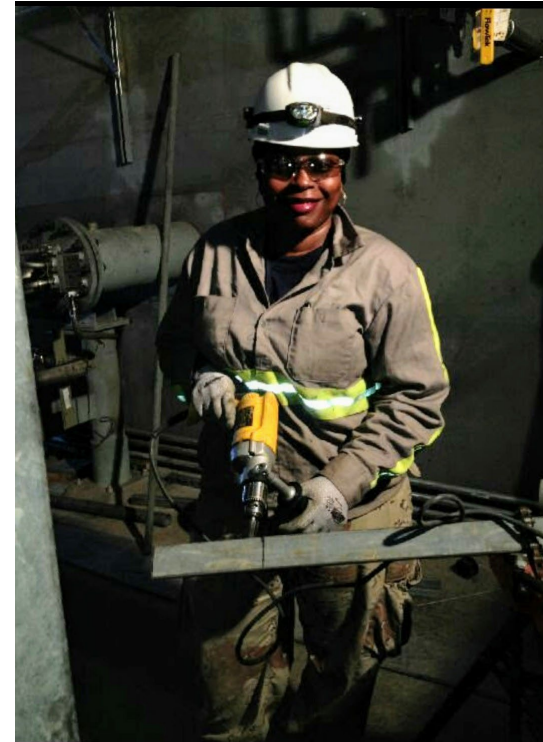
Allison “Ally” Jencson, Chair ally@FLfloorcoatings.com
Erica Braxton, Co-Chair Erica.Braxton@gmail.com

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NAWIC
The National Association of
Women in Construction

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Allison "Ally" Jencson, Chair ally@FLfloorcoatings.com
Erica Braxton, Co-Chair Erica.Braxton@gmail.com

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2022-23 Year in Review

Zoom meetings held on the first Thursday of the month
at 11am Pacific, 12pm Mountain, 1pm Central, 2pm Eastern
Must register via NAWIC National website. Webinars are for members only.

Meeting Highlights

January - Goal Setting and Time Management

March - WIC Week Panel Tradeswomen Leadership Panel

May - Motherhood & the Trades

June - Safety discussion with ehs, Inc.

July, August and December - No meetings (peak season & holidays)



How Do I Register for These Webinars?

The screenshot shows the NAWIC website with the following elements:

- Browser Tabs:** Google Calendar - August 2023, QuickBooks, Super Star Car Wash-3611 Rio V., NAWIC.
- Address Bar:** nawic.org
- Navigation:** Join | Donate | Contact Us
- Logo:** NAWIC The National Association of Women in Construction. Leading Builders. Building Leaders.
- Sign-in Form:** A red circle highlights the email field (ally@fffloorcoatings.), the password field (masked with dots), and the Sign In button. A link for "Forgot Your Password" is located below the password field.
- Menu:** About NAWIC, Membership, Education, Annual Conference, Awards, Publications, Resources, NAWIC Store, Search.
- Main Content:** A large image of a woman in a hard hat and safety glasses. Text: "Learn about everything membership has to offer. Networking, education, and events are just the beginning." A "Learn More" button is present.
- Footer:** Four small images with text: "DIVERSITY, EQUITY AND INCLUSION", "CAREERS", "SEE OUR CURRENT SPONSORS", "BLOG".
- Taskbar:** Windows taskbar with search bar, icons for various apps, and system tray showing 81°F Rain showers, 3:24 PM, 6/21/2023.



How Do I Register for These Webinars?

The screenshot shows the NAWIC website interface. At the top, there is a navigation bar with links for "Join | Donate | Contact Us" and "Account | Logout". The main header features the NAWIC logo and the tagline "Leading Builders. Building Leaders." Below this is a dark navigation bar with various menu items: "About NAWIC", "Membership", "Education", "Annual Conference", "Awards", "Publications", "Resources", and "Committees". A search bar is also present. A dropdown menu is open under "Education", listing items such as "Education Resources", "Lorman Education", "Mental Wellbeing Resources", "Mentoring Program", "NEF", "NFSF Scholarships", "Programs-In-A-Box", "Podcasts", "Webinars", and "WIC Week". A red circle highlights the "Education" menu item, and a red arrow points to the "Webinars" option in the dropdown. The main content area shows "My Profile" and "Personal Profile Information". On the right, there is a "Points of Contact" sidebar with links to "My Profile", "Bookmarks", "Main Page", "Committees & Groups", "Events & Registrations", "Online Directory", "Account Details", "My Directory Options", "My Transactions", "My Invoices", and "Membership Renewal". At the bottom, there is a Windows taskbar with the date and time "3:24 PM 6/21/2023" and weather information "81°F Rain showers".



How Do I Register for These Webinars?

Google Calendar - August 2023 | QuickBooks | Super Star Car Wash- 3611 Rio V | NAWIC Webinars

nawic.org/webinars

Ent Credit Union... | Welcome - NAWIC... | Welcome To EFTPS... | Mountain View Elec... | Verizon Business Ac... | Mortgage Account... | NAWIC | Home | CCMD Login | My BMW | Comcast Business S... | Capital One | Credit Card Account... | Log In - Libsyn | Home - Canva

Join | Donate | Contact Us

NAWIC | *Leading Builders. Building Leaders.*
The National Association of **Women in Construction**

Account | Logout

About NAWIC | Membership | Education | Annual Conference | Awards | Publications | Resources | Committees | Search

Members | Board of Directors | Chapter Resources | NAWIC Store

Enjoy the perks of **Wyndham Business** | **WYNDHAM** | **WYNDHAM BUSINESS**
LEARN MORE

HOME / EDUCATION / WEBINARS

→ **Upcoming Webinars**

Jun. 22, 2023 - 3:00 p.m. CST
Implementing an Apprenticeship Program: View from the Trenches
Register [here](#)

July 12, 2023 - 12:00 p.m. CST
What an Incoming Chapter Secretary Needs to Know
Register [here](#)

July 12, 2023 - 4:00 p.m. CST
Bystander Intervention in the Workplace
Register [here](#)

Education Resources >
Lorman Education >
Mental Wellbeing Resources >
Mentoring Program >
NEF >
NFSF Scholarships >
Programs-In-A-Box >
Podcasts >
Webinars >
2022 Chapter Leadership Training

Type here to search | 81°F Rain showers | 3:25 PM 6/21/2023



2023-24 Changes and Upcoming Topics

Erica Braxton, Chair Erica.Braxton@gmail.com

Allison “Ally” Jencson, Co-Chair ally@FLfloorcoatings.com

NEW MEETING TIME: Zoom meetings held on the **FIRST THURSDAY** of the month
at **2:30pm Pacific, 3:30pm Mountain, 4:30pm Central, 5:30pm Eastern**

Must register via NAWIC National website. Once per quarter these meetings will be open to the public (all others are members only).

2023 - 2024 Upcoming Webinar Topics

Mental Health / Suicide Awareness

Sanitation (OSHA Requirements)

Hi-Vis is NOT pink - safety wear and proper fitting PPE

Hydration and Working as a Woman in Construction

Clothing for Women in Trades - must have's and where to get them

Budgeting for beginners

Juggling life when you're working a lot of hours

Leadership & Mentoring

Informal Social Meet-Ups



We Want To Hear From You!



Email topic ideas, pain points, or speakers we can highlight during our sessions



Share the public meetings with your network (recruit new members)



Participate in a meeting or watch the recording so you can accurately share what we are about with others



All recorded webinars are available on the National website

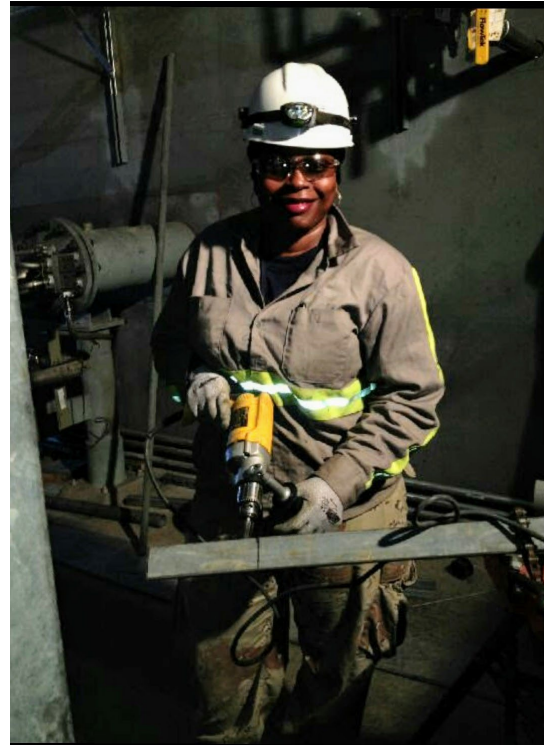


Tradeswomen Committee Contact Info



Erica Braxton, Chair
Erica.Braxton@gmail.com
908-875-6000

Allison "Ally" Jencson, Co-Chair
ally@FLfloorcoatings.com
719-659-6618



Della Ray, Co-Chair
Della.Rayyy@gmail.com
701-269-2019

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WIC Week

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What is Women in Construction Week?

- Held annually during the first full week of March since 1998
- Celebrates promotes & recognizes women in the construction industry
 - Nationally
 - Regionally
 - Locally
 - Even Internationally



Courtesy Facebook: Walbridge



Courtesy Facebook: Overseas Building Operations - US Embassy Beirut



How can your chapters & regions participate?

- ✓ Contact your cities, counties and states for WIC Week proclamations.
 - ✓ We have templates for that to make it easy!
- ✓ Community Service Projects
- ✓ Build Projects - get hands on!
- ✓ Highlight your chapter members on social media
- ✓ Reach out to your local trade schools
- ✓ Collaborate with neighboring chapters
- ✓ Get your employers and coworkers involved
- ✓ Partner with other construction related associations and get more reach
 - ✓ i.e. AGC, Home Builders, AIA, ABC, etc.
- ✓ Jobsite tours
- ✓ Marketing - every way you can! Social media, tv, radio, print, billboards!



Courtesy Facebook: Montgomery, AL Chapter 267
Little Library Build



Courtesy Facebook: Vulcan Materials Company

WIC Week Awards for 2024

** Subject to change

- w Let's Build Award - get hands on with a construction related activity
- w Reaching Out Award - connecting with similar associations, chapter partnerships and other community involvement
- w Marketing Award - what forms of marketing are you using to promote WIC Week and NAWIC and how often?
- w Innovation Award - think outside the box to promote and appreciate women in construction.
- w Chapters will be split into three categories (small, medium & large) based on chapter size as of March 1st, 2024.



Billboard in multiple locations in Alabama, courtesy of Go Build Alabama in conjunction with Birmingham Chapter 53 and Montgomery Chapter 267



Courtesy Facebook: Greater Orlando Chapter 73 participated in Women Build with Habitat for Humanity to work on home for very own NAWIC sister Mary Hawkins!



BOLO!

- w Early engagement with committee chairs to promote WIC Week by November 15th!
- w Monthly zoom calls/meetings to support chapters and regions.
 - w Who should attend? All members participating in WIC Week!
 - w Do you have a great WIC Week event that was a success for your chapter? Send it to us so we can share your success to help others!
- w Encourage 100% participation from all regions.
- w Continue National Sponsorships - we need your help!
 - w Sponsorship funds help Nationals promote WIC Week and provide monetary award prizes.
- w Updated commitment and wrap up forms on website.



Wilmington Cape Fear Chapter #390, WIC Week 2023



Courtesy Facebook: D.A. Collins Family of Companies in Schenectady, NY



WIC Week 2024 Contact

w Chair: Becky Harris, CBT, CIT

Montgomery, AL Chapter 267

becky.harris@gmcnetwork.com

(334) 398-1225



2024 WIC Week Chair, Becky Harris, Montgomery #267
2023 WIC Week Chair, Virnetta Woodbury, Birmingham #53
during joint WIC Week jobsite tour.

