



Ag Women's Network

Strategic Plan

Approved November 21, 2018

@agwomensnetwork

MISSION:

An online community that cultivates and connects leaders through the empowerment of women.





VISION:

An inclusive agriculture industry that celebrates diversity.

Outcomes

- ▶ Members will have a wider network and more connections to support their personal growth.
- ▶ Members will have the ability to share knowledge, learn and develop needed skills.
- ▶ Members and supporters will understand how and be better equipped to be more inclusive leaders.





Values

- Camaraderie
- Inclusion
- Confidentiality
- Constructive Dialogue
- Connection
- Accessibility

Our Values

▶ **Camaraderie**

What has held the Ag Women's Network together and continues to draw women to the AWN is the supportive community driven by a shared passion for agriculture.

Camaraderie implies we seek to hold each other up, encourage and support women in agriculture first.

▶ **Inclusion**

In striving for inclusion, we must demonstrate inclusion. This value means not only across agri-food sectors and commodities, but across gender and social categories which have been traditionally underrepresented. We will work to be more inclusive in how we operate and help ensure intersectional voices are being heard and represented in conversations.

▶ **Confidentiality**

The AWN is a safe environment to discuss gender issues and opportunities in agriculture to help identify solutions to advance the industry. Personal stories will not be shared outside the group without seeking the express and written consent of the individual first. This includes comments made on the AWN Facebook group and in virtual events.



Our Values

▶ **Constructive Dialogue**

The AWN promotes healthy discussion of opportunities facing the agri-food industry and does not condone discriminatory, accusatory or abusive behaviour or language. All members should feel comfortable expressing their views without fear of discrimination, and the AWN will monitor conversations for tone and content. For the benefit of the AWN members, the AWN leadership reserves the right to delete comments from our Facebook channels and remove members who do not respect others within the group.

▶ **Connection**

Networking is at the heart of what we do. We will strive to provide purposeful opportunities for members to engage, get to know and learn from one another through social media, communications and virtual events. We will also look to promote opportunities and engage partners who can help our members grow their network outside agriculture.

▶ **Accessibility**

The AWN recognizes the economic and logistic challenge to leave work, family and/or farm commitments to participate in events. The AWN strives to be an accessible network offering affordable and easy-to-access opportunities.



Organization Structure

AWN Online Community

Advisory Board

- Managing director (Chair)
- Mentorship Program Lead
- Content Manager
- Online event lead
- Finance coordinator
- Director at large
- Director at large

Ad Hoc Committees

Online Event Lead (vacant)

- Event Hosts

Finance Coordinator (Anneke)

Content Manager (Andrea)

- Website & Newsletter Coordinator
- Facebook Coordinator
- Social Media Coordinator
- Blogger (s)
- Social Media Ambassadors

Mentorship Program Lead

- Mentorship Program assistant lead (Joan & Amanda P)

