



FINAL

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2022 – 2025 Strategic Plan Summary

Mission: Transform commercial real estate by advancing the achievements of ALL women.

2030 Vision: A diverse and inclusive membership that nurtures belonging, cultivates connections, fosters growth, celebrates difference, and develops leaders in commercial real estate.

Goal 1: Create and foster an empowering community where women commercial real estate professionals from across the industry at various stages of their careers feel welcomed and supported.

Objectives:

1. Expand members' view of and value perceived - both CREW DC and CREW Network.
2. Create opportunities for meaningful connections through committees, programming, networking, mentoring, and communication to build and strengthen our dynamic CRE community.

Goal 2: When it comes to Diversity, Equity and Inclusion, CREW DC takes action and leads as an organization.

Objectives:

1. Grow a more diverse membership and chapter leadership (visible/apparent and measurable)
2. Build community by partnering with other organizations that share this goal, such as HAND or AAREP, to provide joint programming and promote their programming to our members
3. Provide value in CRE by developing the talent pipeline for their diverse employees
4. Provide value in CRE by encouraging future generations of women to pursue careers in CRE
5. Educate the next generation of CRE leaders to think and act with a diversity lens, with additional opportunities for our sponsor companies.

Goal 3: Elevate CREW DC to be the organization where women learn, bond, make connections and do business together.

Objectives:

1. Deliver/Facilitate leadership development for members to advance their careers
2. Demonstrate and emphasize that CREW is an organization of decision makers who have a seat at the table
3. Increase visibility and recognition for members