

WAVE's Draft 2019-2021 Strategic Plan Summary

Focus Area	Strategic Goal	Strategy/ Actions	Measure/ Indicator
<p>Policy</p> <p>Working group: Jennifer, Elyssa, Carrie, Bailey Dawn</p>	<p>Goal 1: We will apply an intersectional gender lens to policy, plans, and projects and provide recommendations to City Council and City Departments.</p> <p><u>Measure for Goal 1:</u> GBA introduced and gender lens is applied to all key plans, policies and projects.</p>	<p>1.1 Identify gaps, conduct research and learn from the community through engagement efforts to inform policy recommendations.</p> <p>WAVE Actions include: being a voice to City Council and administration on behalf of women and gender minorities in Edmonton, completing 2nd Women's Quality of Life Scorecard, disseminating research and resource information, group presentations and completing further research/ consultation.</p>	<p>Research conducted, and findings/ conclusions shared with all stakeholders. (including policy makers) by the end of 2019.</p>
		<p>1.2 Review, assess and provide recommendations for city policy that may result in a new policy being written, an existing policy amended or feedback given to city staff during the consultative phase.</p> <p>WAVE Actions include: identifying five projects/policies annually that are a priority for women's issues, provide recommendations to City Departments early in their project planning phase about corporate policies and strategies.</p> <p>Future policies include:</p> <ul style="list-style-type: none"> ● C466 Integration of Persons with Disability ● C509B Naming Development Areas, Parks, Municipal Facilities, Roads and Honorary Roads ● C581 Open City Policy ● C438 - Social Housing Capital and Operating Subsidy 	<p>5 (new or revised) policies completed to include gender lens by the end of 2019.</p> <p>Provide input to the new City 2050 plan</p>

		Agreements Policy	
		<p>1.3 The Women's Initiative will work with City departments how to apply an intersectional gender lens to all stages of City initiatives</p> <p>WAVE Actions include: implementation of GBA+ lens for city policies, plans, programs and services.</p>	WAVE is consulted at the planning stages of key initiatives.
		<p>1.4 The Women's Initiative will support opportunities to partner with Women@theCity</p> <p>WAVE Actions include; working in partnership with Women@theCity</p>	Partnership (i.e. planning and hosting events jointly) is established with Women@theCity in 2019.
<p>Research and Leadership</p> <p>Working group: Bailey Dawn, Elyssa, Dilara, Tanya</p>	<p>Goal 2: We will promote leadership opportunities for women.</p> <p><u>Measure for Goal 2:</u> Targeted training and awareness campaigns developed and implemented for all (cross sectional) women's groups; Reach out to a minimum of 1,000 women annually through our programs.</p>	<p>2.1 Host a Women's Symposium every second year.</p> <p>Next Women's Symposium-tentatively proposed for Oct. 2020.</p>	Bi annual symposiums 2015, 2018, 2020.
		<p>2.2 Build awareness through presentations about different kinds of leadership opportunities.</p> <p>WAVE Actions include: supporting universal leadership calendar, annual Women's Leadership Award, school and community presentations, and promote mentorship information.</p>	<p>Presentations to city hall school, schools and diverse women's groups by the end of 2019.</p> <p>Increase presentations to junior high and high schools by 10%</p>
		<p>2.3 Work with other community partners that have the same goals.</p> <p>WAVE Actions include: attending and supporting community events, presentations and collaborative initiatives.</p>	WAVE engaged with a minimum of 5-10 community partners on an annual basis.
		<p>2.4 Provide meaningful volunteer leadership opportunities for women with policy, events and communications.</p> <p>WAVE Actions include: Provide meaningful volunteer leadership opportunities for women with policy and events.</p> <p>Women's Initiative will apply for a minimum of 2 practicum students annually.</p>	Minimum of 20-30 volunteers participate in WAVE events on an annual basis.

	<p>Goal 3: We will see an increase in the number of Edmonton women running for public office.</p> <p><u>Measure for Goal #3:</u></p> <ol style="list-style-type: none"> 1. 50% increase in the number of women running for public office in the next elections 2. Increase in successful candidates towards parity 	<p>3.1 Support and promote public forums.</p> <p>WAVE Actions include: evaluate election leadership initiatives and develop a plan to encourage future leadership opportunities for women (which includes a continuum of involvement from voting, supporting candidates, and asking questions to candidates running for office).</p>	<p>Forums organized / partnered by WAVE in every ward during election years</p>
		<p>3.2 Work with city clerk's office to promote women's participation.</p> <p>WAVE Actions include: promoting opportunities for women to support/ volunteer for ABC's.</p>	<p>City Clerk's office is engaged with WAVE in planning and implementation of forums and workshops during election years.</p>
		<p>3.3 Increase awareness about the importance of women's perspectives in public office.</p> <p>WAVE Actions include: working with partners to support women who aspire to be elected officials and continue to provide input and feedback to city council/ administration related to women's issues/ GBA+ lens.</p>	<p>Tracking the increase in the number of women voting, running and volunteering in campaigns; Comparisons provided year to year where possible.</p>
		<p>3.4 Encourage women to vote.</p>	<p>Tracking the increase in the number of women voting, running and volunteering in campaigns; Comparisons provided year to year where possible.</p>
<p>Engagement/ Communication</p> <p>Working group: Joyce, Deb, Angelica, Beatrice, Hersh</p>	<p>Goal 4: We will communicate to and engage with Edmontonians on topics related to women's issues.</p> <p><u>Measure for Goal 4:</u> Two-way communication channels are created for</p>	<p>4.1 Update and maintain a public websites (internal and external websites).</p>	<p>WAVE website is regularly maintained and reviewed for visibility, access etc.</p>
		<p>4.2 Use social media to engage Edmontonians in conversations (twitter, facebook, blogs, videos and website).</p>	<p>Satisfactory # of hits on our social media regularly; Annual reviews done for improvement</p>
		<p>4.3 Build awareness of WAVE and the Women's Initiative through community presentations.</p>	<p>On an annual basis, a minimum of 2-3 WAVE public appearances in media;</p>







	the community to be informed and voice their opinions; effectiveness of the communication process is evaluated annually.	WAVE Actions include: evaluating outreach and developing future engagement plans.	5-10 invitations from diverse women's groups for WAVE's engagement (engage/ connect with newcomers, seniors and youth)
		4.4 Facilitate face-to-face discussions on women's issues at community events, halls and agencies to solicit input on issues WAVE Actions include: developing a plan to facilitate discussions during engagement, presentations, workshops, International Women's Day event and other events.	A minimum of 5-10 face to face events held in the community annually to discuss women's issues. Engage/ connect with newcomers, seniors and youth
		4.5 Be a trusted source of information and discussion about women's issues. WAVE Actions include: keeping informed about women's/ gender-based issues through presentations, training, events, networking and reviewing resource materials. Provide input, and content for the website, communication materials, and social media.	Number of key, known and diverse women's groups (i.e., YWCA, Women Bldg. Futures, Immigrant women associations, etc.) consult with and/or attend WAVE meetings to bring their issues and hear WAVE's suggestions; Minimum of 1 presentation per meeting.
		4.6 See real-world impact and champions on social media community. WAVE Actions include: tracking numbers and anecdotal stories relating to social media.	Bi-annual presentation by WAVE's social media partner on the impact of social media on community and success stories.
Best Practices (internal and external) Working group: Chair, Vice Chair, Admin	Goal 5: We will gather and analyse research to ensure decisions are evidence based. <u>Measure for Goal 5:</u> ScoreCard measures that indicate quality of life and wellness, representative of all	5.1 The Women's Initiative will update the Women's Scorecard bi-annually as census information is released.	Women's Scorecard is updated and comparative results and conclusions are reported to all stakeholders in 2019.
		5.2 Analyze the results from the scorecard to inform future policy work and civic engagement. WAVE Actions include: develop future plans as well as disseminating scorecard results.	Women's Scorecard is updated and comparative results and conclusions are reported to all stakeholders in 2019.






	diverse women of Edmonton are created, tracked, assessed and reported on a bi-annual basis.		
	<p>Goal 6: We will employ best governance and organizational practises in our work.</p> <p><u>Measure for Goal #6:</u> City Council evaluates WAVE's success in areas of governance, visibility and influence of women's issues in the community as: Unsatisfactory, Satisfactory or Outstanding.</p>	<p>6.1 Ensure all WAVE members have GBA+ and other relevant training</p> <p>WAVE Actions include: all new WAVE members completing GBA+ orientation and online training.</p>	100% of all WAVE members (new and old) are trained on GBA.
		<p>6.2 Provide all new members with a comprehensive orientation</p> <p>WAVE Actions include: regularly updating the WAVE's Orientation Manual and completing an orientation annually with new WAVE recruits.</p>	WAVE orientation program is developed by May 2019.
		<p>6.3 Carry out a robust recruitment process for new WAVE members</p> <p>WAVE Actions include: City Clerk's advertising vacancies and WAVE setting requirements, reviewing applicants and scheduling interviews with candidates.</p>	Documented recruitment process is in place by end of 2018.
		<p>6.5 Maintain ongoing information flow to and from COE and WAVE</p> <p>Actions include Marian being the main WI lead. WAVE is supported by the WI project team (Marian, Kaylin and Brenda). Information is sent from project team to WAVE members usually through email.</p>	Structured communication process is established and reviewed by COE and WAVE jointly and evaluated annually. (i.e., bi annual team meetings or individual correspondence on an as required basis)

		<p>6.6 WAVE to develop and implement plan to evaluate</p> <p>WAVE Actions include: an annual planning process for WAVE members to review accomplishments and discuss future plans and annually evaluating the board.</p>	<p>Register of accomplishments and learnings at Dec. mtg</p>
<p>Reconciliation</p> <p>Working group: Kourtney, Kristina, Sandra, Meghana, Deb</p>	<p>WAVE will recognize the importance of reconciliation and work towards it by concentrating on allyship with the Indigenous communities in Edmonton</p>	<p>7.1 Cultural training for WAVE members.</p> <p>WAVE Actions include: planning or attending cultural/ TR training.</p>	<p>100% of WAVE members attend cultural/ reconciliation training.</p>
		<p>7.2 Incorporate an Indigenous message in presentations.</p>	<p>Reconciliation content included in all WAVE's presentations.</p>
		<p>7.3 Engage with Indigenous women's groups - develop relationships</p>	<p>Engage with groups and support one event. Panel with Indigenous women leaders event</p>

Updated Feb. 26, 2019

Council Initiatives Work Plan - Women's Initiative 2017-2021

DESIRED OUTCOMES		ACTIONS			
Outcomes	Measures	Actions	Status	Timeframe	
				Start Date	Completion Date
<p>1. An intersectional gender lens is applied to civic policies, issues, programs, services and practices.</p> <p>2. Increased awareness and understanding of women in municipal life and leadership roles.</p> <p>3. Edmontonians receive communication and are engaged around women's issues.</p>	<p>1. Number of volunteer hours contributed; number of volunteers.</p> <p>2. Number of attendees at the symposium and public events.</p> <p>3. Number of groups and individuals reached via outreach and engagement activities.</p> <p>4. Percentage of partners reporting benefits gained through working in partnership.</p>	1. Review five City policies and/or strategies per year.		January 2015	December 2021
		2. Support the City's Human Resources on the approval and implementation of the GBA+ policy.		January 2018	December 2021
		3. Partner with groups that empower women i.e. FCM, Equal Voice.		May 2014	December 2021
		4. Support and empower Edmonton women to leadership roles through training, outreach and collaboration with partners.		May 2014	December 2021
		5. Mentorship of students through IPAC and the University of Alberta.		January 2018	December 2021
		6. Outreach and engage with diverse citizens and groups to dialogue and increase awareness on the women's initiative and women's issues.		May 2014	December 2021

		7. Update the Edmonton Women's Scorecard.		January 2018	December 2018
		8. Support City Programs: WAVE and Women@theCity.		May 2014	Ongoing
		9. Organize and host Annual International Women's Day event and leadership award.		May 2014	Q1 Recurring
		10. Organize and lead the bi-annual Edmonton Women's Symposium.		Q1 2015	Q1 Bi-annual recurring
		11. Support the City's advisory groups and internal partners by sharing resources and information.		April 2018	December 2018