



**Mission:** Empowering, advancing and transforming women in the commercial real estate industry through networking, mentoring and education.

**CREW Values**

**Integrity and Trust**

Our actions match our words • Our Members have each other's backs • We trust and respect each other • We share high standards

**Commitment and Participation**

We are invested in our Mission • Our programs are aligned with our Mission • Membership participation is essential to benefiting from CREW

**Expertise**

We are smart • We are savvy • We are dedicated leaders in all fields of commercial real estate • Expertise is fundamental and we strive to be the best in class

**Networking and Education**

We want each other to succeed • We strive to connect and be connected in deals and deal-making • We help, mentor, elevate, encourage and empower each other by setting great examples and sharing our knowledge and skills • We want to pass it forward to our successors and pave the way for young women in our industry

**Passion and Energy**

We are excited about and committed to our work and our industry • We believe in each other and are optimistic about opportunities • We are bold and we make things happen

**Caring and Heart**

We want the best for each other • We share victories and setbacks • We share a vision of inclusiveness and camaraderie • We establish lasting professional relationships

**ROI and Value for Members**

We get the picture - for CREW to succeed we must provide benefits • We acknowledge that the return on our membership is linked to our investment in CREW • We are in CREW for long-term appreciation and growth!

**3-Year Vision (2018 - 2020)**

- 1 100 quality, active members.  
71 mid 2018 with 50 active (80/2018, 90/2019, 100/2020)
- 2 100% participation in CREW foundation.
- 3 Our organizational processes are well defined and sustain the quality of CREW-OKC.  
  
Committee work and responsibilities are well defined.  
Reporting tools in place to track progression on strategic initiatives.
- 4 We have financial resources in place that allow for flexibility, growth and contribution.  
  
\$44,500 in Annual Membership.  
Sponsorship (\$19,500K 2018, \$22K in 2019, \$28K in 2020)  
Level of Cash Reserve determined in Q1 2020.  
\$6K in Scholarships for member participation in national conference.
- 5 We have a quality membership base where members attend 75% of meetings and events.
- 6 Our programs are high value and Mission driven.  
  
3-Year program plan in place including anchor events with national speakers, Young Leaders events and Icon events.
- 7 Member networking process in place that results in optimal connections.
- 8 Mentoring committee established and mentoring programs developed.
- 9 Create membership base that includes diversity of age, sex, and race and qualified fields of commercial real estate.

**Strengths:**

- Networking (local and national) • Membership (quality, diversity, talent) • Leadership • Female Empowerment • Education Opportunities • Industry Knowledge • Vision • Programming • Attitude • Enthusiasm

**Vulnerabilities:**

- Newness and Growing Pains • Membership Engagement • Inconsistency of Attendance • Communication • Succession • Focus and Priorities • Creating Value for Membership • Planning • Connecting Disciplines to Create Business Opportunities • Sustainability • Working Board

