

State Network Business Plan

Name of Network: Louisiana

Plan Year: 2024

Leadership Team: President - Stephanie Morris Pres-elect - Renee Ponds, 1st Vice-Pres - Celeste Jeanmarie, Tres. - Elissa Little State Liaison - Jeffrey Buchanan

GOALS: MEMBER PROGRAMS AND SERVICES

Reference: Local Network Operating Standards

- Ensure that the Network is focused solely on delivering value to members in the areas of raising professionalism, relevant professional development opportunities, development of business leadership skills and facilitation of member networking and relationship-building.
- Conduct a minimum of 2 mission-focused industry events each year (one of which is focused on development of business leadership skills, and one of which is conducted collaboratively with other networks, the local board, related industry or community groups).
- Conduct a minimum of two additional events focused on member networking/relationship building that can also provide professional development.
- Facilitate member-to-member support for the purpose of meeting members' individual business goals, with a special focus on new members.
- The official Women's Council logo must be used on all media/communications according to logo guidelines.

INDUSTRY EVENT ONE

Description: Leadership Conference Louisiana REALTORS
Golden Nugget Hotel and Casino Lake Charles, LA

Women's Council of REALTORS of Louisiana and all Local Networks will have a Member's Meeting inform members of the upcoming changes related to the NAR Lawsuit--Securing Commissions and Your Future Income.

Changes because of NAR Lawsuit

Timing: Jan 16, 2024

INDUSTRY EVENT TWO

Description: Spring Conference with Louisiana REALTORS in Hilton Capital Center Heidelberg Ballroom Baton Rouge This will be REALTOR Day at the State Capitol to discuss Legislative concerns and updates on NAR Lawsuit--Securing Commissions and Your Future Income.

Role play planned--how to talk to clients about the changes,

Timing: April 8, 2024

INDUSTRY EVENT THREE

Description: Fall Conference with Louisiana REALTORS at NETWORKING EVENT with REALTORS from all over the state - New Orleans Saints vs Atlanta Falcons Game Watch	Timing: September 30
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INDUSTRY EVENT FOUR

Description: State Installations of 2025 Officers Lake Charles, Louisiana SOUTHWEST NETWORK-- reinforcing the 2025 National Theme--Stronger Together.	Timing: TBA
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MEMBER-FOCUSED EVENT ONE

	Timing:
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MEMBER-FOCUSED EVENT TWO

Description:	Timing:
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ADDITIONAL EVENT

Description:	Timing:
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ADDITIONAL EVENT

Description:	Timing:
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GOALS: MEMBERSHIP DEVELOPMENT

Reference: State Network Operating Standards

- To pursue leadership opportunities across all areas of their professional lives.
- Promote Leadership skills and Identity by developing their leadership style.
- Develop positive change through inclusion of women’s perspectives in positions of influence.
- Local Networks to have Strategic Partners and involvement
- Members are career professionals and share a commitment to excellence.

Current Year Goals (and beyond)	
We are a network of successful REALTORS, advancing women as business leaders in the industry and in the communities we serve.	
Strategy/Action Member Nudge	Deadline on-going
Strategy/Action Member Recruitment Activities	Deadline Jan-Feb 2024
Strategy/Action	Deadline
Strategy/Action	Deadline

GOALS: COMMUNICATIONS AND MARKETING

Reference: State Network Operating Standards

- Monthly Meetings by Zoom.
- Use a consistent, online reservation platform.
- Local Network must use and maintain Micro sites.
- All Local Network events and communications must follow WCR Branding Guidelines

Current Year Goals (and beyond)
To promote member retainment and recruitment

Strategy/Action On-Line reservation as Eventbrite	Deadline on-going
Strategy/Action Bill Highway	Deadline on-going
Strategy/Action Microsites updated	Deadline on-going
Strategy/Action	Deadline

GOALS: NETWORK RELATIONSHIPS

Reference: *State Network Operating Standards*

- State Network should develop and implement a strategy to establish (or reinforce) and maintain a positive, productive relationship with the Local Association of REALTORS®.
- Build relationships with related industry and community groups and consider opportunities for joint educational events and activities.

Current Year Goals (and beyond)

To provide an influential voice and perspective for women in real estate.

Strategy/Action Partner with Louisiana Association of Realtors	Deadline on-going
Strategy/Action State Facebook page to promote events	Deadline on-going
Strategy/Action	Deadline
Strategy/Action	Deadline

GOALS: NETWORK ORGANIZATION AND MANAGEMENT

Reference: *State Network Operating Standards*

- Maintain a Governing Board structure that includes President, President-elect, 1st Vice President, Treasurer.
- Meet as a Governing Board a minimum of four times a year.
- Submit Network event meeting schedule to State by the date requested.

- Submit annually a Business Plan to Nationals.
- Develop and submit an annual budget.
- Submit the State Annual Report to National by the deadline.
- Make every effort to participate in all State and National meetings.
- File annually State and Federal Tax Returns.
- Maintain a 501c6 IRS tax-exempt designation.
- Maintain D&O and Event/Liability insurance policies.
- Conduct periodic financial reviews.
- Conduct an election process according to operating model guidelines.

Current Year Goals (and beyond)

To become an efficient organization with the structure and capacity to fulfill the Council mission and vision.

Strategy/Action Monthly meetings and conduct periodic evaluation	Deadline on-going
Strategy/Action	Deadline
Strategy/Action	Deadline
Strategy/Action	Deadline

GOALS: OTHER

Current Year Goals (and beyond)

Highlighth and dirve home the value of membership in this organization.

Strategy/Action	Deadline
Strategy/Action	Deadline
Strategy/Action	Deadline
Strategy/Action	Deadline

