



## **PROGRAM PLATFORM 2013-2014**

### **PROGRAM THEME**

**AIM HIGH  
Reach For The Stars and  
Change the World**

### **PURPOSE**

Our mission is to achieve equity for all women in the workforce through advocacy, education and information

### **VISION STATEMENT**

*BPW/TN* is the leading advocate for working women across our state.

### **VALUES STATEMENT**

*BPW/TN* is focused on equitable economic opportunities for all women in Tennessee. We are a formidable force with a broad base, diverse membership, and on the cutting edge in education, research, and information. In our efforts to achieve equity, we are the catalyst for change in public policy within all levels of government, and we form strategic alliances with business, academia and non-profit organizations. Individually and collectively, we are strong in our commitments empowering our members. *BPW!TN* is an efficient and progressive organization.

- *BPW!TN* will be a visible leader through a viable public relations campaign.
- *BPW/TN* will be an advocate for economic equity issues through public policy statements.
- *BPW/TN* will be a powerful force within: 1) Government; 2) Business; and 3) Women's forums by empowering its members to stand and be heard.
- *BPW/TN* will help members fulfill their personal and professional potential through Individual Development, 'creative programming, workshops, and the Young Careerist Program.
- *BPW/TN* will increase communication among its members through a variety of electronic and traditional social media opportunities.
- *BPW/TN* will be a premier resource to people in the workplace via the BPW Foundation.
- *BPW/TN* will develop strategic alliances that achieve equity for women in the workplace.
- *BPW/TN* will advocate strategies to promote work-life balance in the modern workplace.
- *BPW/TN* will increase its membership as a result of the above activities.