WOMEN'S SOCIETY OF CYBERJUTSU

2021 PLAN
We empower her to fearlessly enter, advance, and lead in cyber careers.
We envision a cyber community where she can reach her full potential & thrive with unlimited opportunity.
We are her cyber tribe.

Where she can:

- Lead Fearlessly with Integrity
- Inspire Confidence in Herself and Others
- Serve an Inclusive and Kind Community
OUR IMPACT

- **Excite her** to pursue a technical career
- **Empower her** with a network of women peers
- **Amplify her** voice by encouraging her to speak at technical conferences
- **Transform her** work environment by evolving views on diversity and inclusion
- **Unleash her** to achieve great things by breaking down traditional barriers
- **Celebrate her** achievements
Continuing to Shift Goals in 2021

**ENHANCE MEMBER EXPERIENCE**

Enhance our member experience by improving how interactions with our platform and our community.

**MEASURE MORE**

Expand how we measure skills and increase awareness of how these metrics impact career growth and opportunities.

**ALIGN TO CAREER STAGES**

Restructure our catalog of training and services to align with career stages.

**INCREASE COMMUNITY OUTREACH**

Reach back into the community through thought leadership and diversity programs.
2021
HIGH-LEVEL OBJECTIVES

Member Experience
- Grow membership by 30% annually
- Increase opportunities for member interactions virtually and in person
- Organize volunteer lead summit & provide leadership training

Organizational Structure
- Increase Official chapters
- Increase Leadership Team
- Develop leadership playbook and transition plan

Community Outreach
- Increase thought leadership
- Develop Diversity programs and working groups
- Conduct research on engagement in cybersecurity

Financial Plan
- Cost goals: $390,000
- Revenue goals: $690,000