WOMEN'S SOCIETY OF CYBERJUTSU
2022 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
Target Members

Challenges:
- Lack encouragement
- Are Overwhelmed
- Lack Respect
- Affordability of Training/Certs
- Career paths/trying new things
- How to meet people
- Lack of Acknowledgement

Needs/Wants:
- Hiring, Internships
- Mentorship
- How to get to the next step
- Personal branding
- Speaking
- Blogging
- Networking
- Roadmap to next step

Challenges:
- Lack encouragement/confidence
- Limited time
- Lack Respect
- Affordability of Training/Certs
- Career paths/trying new things
- How to meet people
- Lack of Acknowledgement

Needs/Wants:
- Leadership coaching
- Mentorship
- How to get to the next step
- Personal branding
- Speaking
- Blogging
- Networking
- Roadmap to next step

Challenges:
- Vision & Making Difference
- Peer Relationships/Role models
- Looking for new experiences
- Get value from my network
- Stay a bit techie, but don't want to go into room full of techies
- Acknowledgement/award
- Respect if fought for

Needs/Wants:
- Executive Coaching
- Leadership
- Be a mentor
- They want to figure how to show diversity works
- How to give back
- Acknowledgement/award
Continuing to Shift Goals in 2022

**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
2022 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
National Organization

- Jessica Gulick: President
- Monica Ricci: Treasurer
- Mari Galloway: CEO, Secretary
- Lisa Jiggetts: Founder, Director
- Elena Steinke: Director
- Marcelle Lee: Director
- Michelle Nguyen: Director
- Keenan Skelly: Director
- Victor Malloy: Director
- Tiffany Brackens: Virtual Assistant
- Nakia Grayson: Volunteer Coordinator
- VACANT: Chief of Education
- VACANT: Chief of Competition Programs
- Dominique West: Chief of Membership Relations
- Kandis Weiler: Chief of Girls Education
- Robin Minsley: Partner Outreach
- VACANT: CTA PM
- VACANT: Regional Chapter Directors
- VACNAT: CGA PM
- VACANT: Chief Operating Officer
- VACANT: Chief of Girls Education