NCNW 59th National Convention
September 24-27, 2020
Committee for the Future (C4F) Charge

To engage the organization in a learning process to review how NCNW can build on its historic legacy and be fully equipped to deliver on its mission to lead and empower women of African descent, their families and communities in a future of challenge and change.
Committee for the Future Members

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Agenda

- Welcome
- Self-Care Moment: Yoga
- (C4F) Charge and Members
- Methodology
- What We Heard
- SWOTT (Strengths, Weaknesses, Opportunities, Threats and Trends)
- Movement Break
- Preliminary Recommendations
- Summary and Next Steps
- Q & A
- Closing: Umoja Circle
Methodology

- **Goal:**
  - To obtain a diversity of thoughts and ideas to inform the decision-making of NCNW leadership as they build a strategy and plan for the future of the organization.

- **Process:**
  - Interviews, Surveys, and Review of Secondary Research Data and Trends

- **Sources:**
  - Current and Past NCNW Chairs/National Presidents; Senior Advisor to the Chair; Current Executive Committee/Board Members, NCNW Executive Director and Staff; Affiliates; Franklin Associates; Younger Members; Section Leaders; and Broader Membership through Surveys.
  - Research on Black women trends e.g. U.S. Census, CDC, and other existing reports.
What We Heard

- Increase brand recognition
- Become a learning culture
- Operate with best business and financial practices
- Assess member relationships, structure and services
- Articulate a strong advocacy and action agenda
- Pursue strategic partnerships in addition to affiliates
- Increase participation, membership and recognition among younger generations
Strengths and Weaknesses

**STRENGTHS**
- Reputation
- Historic Leadership
- Powerhouse Members
- Broad reach and large base
- Affiliates’ base

**WEAKNESSES**
- Myopic view of itself
- Hierarchy not well communicated/understood
- Lack of consistency in messaging and action
- Limited member profile. Viewed as an organization of older women
- Not well known by Black women or “others”
Opportunities and Threats

OPPORTUNITIES
- Reach younger, broader member demographic in time of increased influence of Black women
- Broaden affiliate base – include men, LGBTQ, other women of color
- Represent and increase visibility and voice of black women in media on critical issues
- Stronger focus on racial and social justice for the Black community

THREATS
- Renown vs. relevancy as Black women join and lead other women on issues of concern
- Competition for membership as new “up and coming” women’s organizations are created
- Financial Stability – new sources of revenue beyond membership
- Social Media Presence and Technology Capacity/Capability
Selected U.S. Trends for Black Women

- **Demographics**
  - 22 million Black females
  - 12% of Black females are foreign born
  - Number of people who identify as LGBTQ is going up: 2020 will be the first Census to have LGBTQ data

- **Age**
  - Median age for Black women is 36 years
  - 54% of Blacks are under age 34
  - 10% of Black women are over the age of 65
Selected U.S. Trends for Black Women

**Economics**
- 24% of Black females live below the poverty line, including 33% of girls under 14
- Pre-COVID-19 unemployment rate for Black women was 8%

**Education**
- Black women are outpacing men in both enrollment and completion of 4-year college degrees

**Health**
- Black women die at disproportionately higher rates than White women of major causes of death: unintentional injury below age 44; Cancer ages 45-84; and heart disease for ages 85+
- Blacks are 3.6 times more likely to die from COVID-19 than Whites
Preliminary Recommendations

- **Leadership Development and Training**
  - Build a culture and network for continuous learning and improvement: Leadership development, training, convention workshops, effective practices sharing and succession planning.

- **Young Adult Engagement**
  - Integrate young adult and collegiate members into and throughout NCNW leadership and executive committees.
  - Create a committee that solely prioritizes and advocates for young adult, collegiate and youth members.
Preliminary Recommendations

- **Organizational Effectiveness**
  - Consider a franchise model to leverage power of the network (sections) - tightly coupled on a few key areas: brand, member standards, and advocacy agenda.
  - Standardize NCNW social justice and social change advocacy agenda -- same agenda nationally and locally with the agenda enacted differently across sections.

- **Member Relations/Member Services and Products**
  - Develop a stronger members relations and services capacity: review products, services and member benefits.
Preliminary Recommendations

- **Strategic Partnerships and Membership Expansion**
  
  - Pursue strategic partnerships that advance the mission in addition to affiliates: men, non-Black women’s organizations, etc.
  
  - Expand membership and/or affiliates to include people across race, gender (including Black LGBTQ, nonbinary and gender fluid individuals and groups), religions/spiritual traditions and socioeconomic status.
Summary

- Highlights and Themes
  - **Reputation** (Brand) – Increase utilization of social media/technology
  - **Role and Relationships** – Leverage role as convener of organizations. Pursue strategic partnerships with affiliates and other organizations to achieve mission.
  - **Relevance** – Move beyond “older women” legacy membership profile and activities. Outreach to younger women, women of color, LGBTQ, etc.
  - **Results and Representation** – Create a shared action agenda to advocate on social and racial justice issues of importance to Black women.
  - **Rethinking NCNW’s structure** and leveraging power of sections and affiliate base. Standardize operations that make sense.
  - **Reinvesting** in learning and training for national staff and across sections
  - **Resources** – Identify new sources of funding to achieve financial stability
Summary

Next Steps

- Support the work of the Young Adult Affairs Committee and Vision Statement Committee
- Finalize report by mid November 2020
- Present Findings to Executive Committee/National Board
- Incorporate recommendations into plans and share with membership as appropriate
“If we have the courage and tenacity of our forebears, who stood firmly like a rock against the lash of slavery, we shall find a way to do for our day what they did for theirs”

NCNW Founder Mary McLeod Bethune
QUESTIONS AND ANSWERS

Contact Information for Committee for the Future

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