



HOMECOMING: ACTIVATE YOUR PD

Special Guests:

[Jennifer Dirks](#), President and CEO of TEMPO + Adjunct Instructor at Marquette University

Jennifer Dirks is a women-focused, nonprofit executive, marketing, communications and public relations expert with 25 years of corporate and agency experience. She joined TEMPO in 2014 as its first President & CEO. TEMPO is an organization of more than 400 professional women leaders who hold CEO, executive and leadership positions as well as 350+ Emerging Women Leaders. In her role, Dirks is responsible for the development, implementation and execution of the organization's strategic direction. She works closely with the board chair, executive committee and board of directors to ensure this direction stays true to the organization's mission and vision of furthering the impact of women leaders in the Milwaukee business community. Dirks also oversees the day-to-day operations of the organization, corporate partnerships and serves as a community advocate on behalf of TEMPO. She serves on several Boards including the Milwaukee Symphony Orchestra, PEARLS for Teen Girls & Froedtert & The Medical College Physicians Board. Dirks is also an adjunct instructor at Marquette University - Corporate Communications Department. Dirks was named a Woman of Influence and an Executive to Watch by the Milwaukee Business Journal. A native of St. Charles, Illinois, she holds a Bachelor of Science degree in mass communications from Illinois State University.

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[April Dunn](#), Board Member and Interim Vice President of Milwaukee Women Inc. + Former SVP and Chief Marketing Officer at ManpowerGroup and GE Healthcare

I am a seasoned global business leader with a passion for driving innovation, growth, and customer advocacy in the medical devices and workforce solutions sectors. Most recently I served as the first Chief Marketing Officer at ManpowerGroup, the world's workforce expert and largest public company in Wisconsin (NYSE: MAN), where I led the global marketing strategy and execution for the ManpowerGroup family of brands



(Manpower, Experis and Talent Solutions). I'm currently a board member and the interim vice president at Milwaukee Women inc, a nonprofit organization that aims to increase the representation of women on the boards of public and private companies. I am motivated by the mission of both organizations to empower people and businesses to achieve their full potential, and I bring diverse perspectives and experiences to the team as a woman, a mother, and a global citizen.

Throughout my career, I have been instrumental in transforming the marketing function, and enhancing the brand reputation of industry leading organizations including General Electric (NYSE: GE) and ManpowerGroup (NYSE: MAN). Some of my achievements include overseeing multi-billion dollar global brands, managing the strategic planning process, developing and launching category-leading new product & service offerings, executing global brand campaigns, and implementing comprehensive customer experience/NPS programs. I have also leveraged my skills in marketing, strategy, management, and leadership to build high-performing collaborative teams, fostering cross-functional partnerships, and driving digital innovation and growth using lean/agile methodologies to test and validate new business models.



PROFESSIONAL DIMENSIONS GOALS OVERVIEW

PD will be successful when we have an active member of PD at every table where decisions are being made that expand what is possible for women across the Milwaukee Region.

It is then our responsibility to define, unite and develop these (you) diverse women leaders in pursuit of better (our mission). Every member has a set of responsibilities that align to the advancement of the mission.

ONE PD GOALS

Our collective goals are intertwined, and grouped into (4) strategic focus areas: **Member Engagement, Women Advocacy and Advancement, Racial Equity, and Sustaining ONE PD.** Every goal and committee task represents our beliefs about how we will advance the mission and vision of ONE PD (Professional Dimensions and the Charitable Fund). These are our "best bets" about how to strategically engage our membership and sustain our growing organization.

We are on a real-time journey to refine and clarify goals so that we can leverage the best data to set goals moving forward. Always refresh the document to ensure you are working from the latest copy, and don't hesitate to leave your comments and suggestions for the boards to review.

MEMBER ENGAGEMENT

Member engagement refers to the level of involvement, participation, and interaction that individuals have within a particular organization, community, or group to which they belong. It encompasses various activities, interactions, and connections that individuals have with the organization and its members. Member engagement is a critical aspect for the success and sustainability of organizations, particularly in the nonprofit, association, club, or community contexts. Effective member engagement is essential for achieving an organization's goals, building a sense of community, and ensuring the satisfaction and retention of its members. It often requires a combination of strategies, including effective communication, providing value to members, offering opportunities for involvement (leadership), recognizing and rewarding contributions, and creating a positive and inclusive organizational culture. Organizations that prioritize member engagement tend to have more active, committed, and satisfied members,



which can lead to greater success and impact. Member engagement at Professional Dimensions is measured by our ability to actively involve members in organizational meetings, initiatives, and interactions. All goals this year should be centered around member engagement and executed with this lens.

GOALS

Raise the open rate of the organization's newsletters by 10% within the first quarter through more engaging content and subject lines
Encourage members to contribute articles, photos, blog posts, or other content to the organization's website or newsletter, with a target of 10 new contributions per month
Expand Member Feedback: Increase member participation in feedback surveys or focus groups by 30% over the next six months to gather insights for continuous improvement.
50% of members are satisfied with #PDROI (Professional Dimensions Return on Investment)
90% Members on committees, boards, active in a SIG, annual donors, and/or attending programs quarterly
200 Individuals Renew Membership: Increase membership renewal rates by implementing a retention strategy that targets a 200-member retention rate over the next year
Activate 90% of returning members by November 30th
Activate 300 Members by March 31st
75% of members attend at least one (1) PD engagement quarterly
20% Increase in the number of members attending monthly meetings, webinars, workshops, or conferences over the next year
Attract and onboard 50 new members within the next year to expand the organization's reach and resources
25% of members are progressing along personal/professional development scale (conscious leaders, system-thinkers)



WOMEN ADVOCACY AND ADVANCEMENT

Professional Dimensions exists to expand what is possible for women and the world they influence. Our action towards this vision is summarized in our rallying cry that calls for "A Seat at Every Table". **We will achieve organizational success when we have a member of Professional Dimensions at every table where decisions are being made that impact what is possible for women across the Milwaukee Region.** The phrase "a seat at the table" is a metaphorical expression used to convey the idea of having influence, participation, or a voice in important decision-making processes, discussions, or organizations. When someone or a group is said to have "a seat at the table," it means they are actively involved and considered significant stakeholders in a particular situation or setting. Having "a seat at the table" symbolizes being part of the decision-making circle, having influence, and having the opportunity to contribute to important conversations or initiatives. It underscores the importance of representation, inclusion, and equity in various aspects of life, including business, politics, and social justice. We recognize a "seat at the table" as a prerequisite to shifting the conversation and decision making that's taking place in these environments. This anchors our belief in the idea that **ALL decisions are more informed, more equitable, more profitable and all-around "better" when PD women are present and leading.**

GOALS

Convene key Women-led organizations for collaborative International Women's Day programming

Map the Seats and Tables currently occupied by PD women alongside Seats and Tables that need activation to inform org-wide strategy

Nominate 25 PD Women for local and national recognitions or awards

PD Women attend 25 community events per quarter that positions PD women at key tables across our region

Strengthen Mentorship Programs: Improve engagement in mentorship programs by achieving a 25% increase in mentor-mentee pairings over the next quarter.

Celebrate Member Milestones: Recognize and celebrate member achievements and milestones, such as birthdays, work anniversaries or certifications, on a monthly basis to foster a sense of belonging and appreciation.

RACIAL EQUITY

Racial equity refers to the condition in which individuals and communities, regardless of their racial or ethnic background, have equal access to opportunities, resources, and outcomes, and where systemic and structural barriers that disproportionately affect certain racial or ethnic groups are dismantled. Achieving racial equity involves addressing historical and contemporary disparities and injustices that have resulted from systemic racism and discrimination. Professional Dimensions is explicit and intentional around working, in our space and time to identify what our members can do to bring about action and positive change around the issue of racism in our community. Drawing inspiration from the initiative’s mantra - Reflection, Connection, Action - committee members set out to create spaces for brave conversations to occur. We believe that our mission is centered around uniting ALL women and will continue to stand within our power to make advancement accessible. We believe that the movement to advance women is inextricably linked to the movement to advance racial equity - both in spirit and approach. The conditions that must be true to allow for women of color to thrive are the very conditions that allow all women to thrive. Centering our strategy in this way, then, allows us an advantage in achieving our greater mission.

We work to recruit and retain a membership that reflects the inclusive coalition we need representing our nation. Simultaneously, we ensure those of us who have faced inequity shape our direction. We intentionally build authentic relationships across lines of difference, facilitate honest and productive conflict among diverse groups; and value the diversity of ideas and perspectives required in this effort.

GOALS

Supplier Diversity: 70% Revenue spent with minority-owned businesses
Retain 40% women of color in PD Membership
50% Women of Color on Boards
50% of presenters or featured program presenters are women or BIPOC leaders
100% of programming is executed with an intentional, relevant equity lens

SUSTAIN PROFESSIONAL DIMENSIONS

Sustaining a membership organization involves ensuring its long-term viability, growth, and relevance. To achieve sustainability, we will focus on several key areas, including member engagement, financial stability, and effective governance.

GOALS

Maintain accurate and up-to-date governance documents, including bylaws, policies, and meeting minutes
Regularly review and update organizational policies and practices to ensure compliance with applicable laws and regulations
Establish a system for monitoring changes in legal requirements and promptly adapt organizational practices as needed
100% of members are confident ambassadors of professional dimensions and fluent in their response to “Who/What is PD?”
Increased collaboration and oversight of PD and PDCF finances (Budget Committee)
Create and adhere to a well-managed budget that allows for both operational and strategic investments.
Create and adhere to a well-managed budget and consistent financial reports to drive operational and strategic decisions at the board level
Develop and advance ONE PD Pipeline to pursue sponsorship opportunities and generate revenue
Raise \$450,000 as ONE PD via individual, corporate and foundation gifts, corporate sponsorships, events, grants and dues
Diversify fundraising efforts by incorporating Allyship Programming
Enhance board recruitment processes to attract diverse and highly qualified members
Implement board training and development programs to improve board members' understanding of their roles and responsibilities.
Define clear board performance metrics and assess board effectiveness regularly

MISSION #1

FOUR A's RXN (5 MINUTES)

Utilize our 4A protocol to process and react to the 4 strategic focus areas.

What do you **Agree** with in the text?

What is **Absent** from the text?

What parts of the text do you **Aspire** to?

What **Action** do you want to take?

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MISSION #2

COMMITTEE QUESTIONS (10 MINUTES)

With each rotation you'll have the opportunity to hear from a board member and/or committee leader. After listening to their responses to questions, engage with the following discussion prompts:

1. What do you have questions about?
2. What is most important for members to know?
3. How do you want to engage with Professional Dimensions/ its members?

Committee leads should answer any of the following questions at every rotation:

Who are you?

What committee are you representing/leading?

Why did you commit to leadership?

How does what you're leading connect to the strategic focus areas?

What would you like to accomplish this year?

What do we need help with?