



WAVE Strategic Plan-March 11, 2016 2016 to 2018

OVERVIEW:

Edmonton's Women's Initiative is a City of Edmonton initiative, supported and endorsed by City Council that fosters and promotes equality, opportunity, access to services, justice and inclusion for women in the city. It is among the first of its kind in Canada, and is helping to ensuring that the unique perspectives of women and girls are included in the conversations that shape the city. Councillor Bev Esslinger and Mayor Don Iveson are City Council champions for the Edmonton Women's Initiative.

Women's Advocacy Voice of Edmonton (WAVE) is a key pillar under the Women's Initiative umbrella. Comprised of 15 volunteers from diverse backgrounds and experiences, WAVE provides Council with advice on affairs relevant to municipal jurisdiction. In February 2014, the [Women's Advocacy Voice of Edmonton Committee Bylaw 16658](#) was approved by Edmonton City Council and the WAVE Committee was formally established in spring 2014.

GOAL OF WAVE

To ensure women's rights, issues, and opinions are represented fairly and equally from every background including social, cultural, physical and occupational.

MANDATE

WAVE will:

- (a) make recommendations to Council about women's gender based issues and opportunities in relation to Council policies, priorities and decisions;
- (b) promote leadership development to empower Edmonton women to fully participate in civic life; and
- (c) gather and conduct information and resources about women's gender based issues and opportunities to Edmontonians.



GUIDING PRINCIPLES

Our guiding principles are the guiding tenets we hold dear. We will follow them uncompromisingly as we fulfill our mandate.

- WAVE represents a group of women of different social and cultural backgrounds united by a common goal: to engage in dialogue and actions that advance the status of women in Edmonton, and the quality of life for all Edmontonians.
- We aim to be inclusive, transparent, and well-informed; engaging with our communities, and actively building networks and opportunities that will allow us to best serve Edmontonians of all backgrounds, abilities and identifications.
- Provide an **intersectional gender lens** to policy and issues that affect women.

STRATEGIC GOALS

WAVE's primary stakeholder is providing policy recommendations to City Council and City of Edmonton staff.

In order to fulfill our mandate and meet our vision WAVE will focus on the following goals over the next two years (2018):

Goal 1: We will apply an intersectional gender lens to policy and issues and provide recommendations to City Council and City Departments.

We will know we are successful if we achieve this measure and target: Three issues are addressed each year.

In order to accomplish our goal, we will complete various actions including (but not limited to):

- 1.1 Identify gaps, conduct research and learn from the community through engagement efforts to inform policy recommendations
- 1.2 Review, assess and provide recommendations for city policy that may result in a new policy being written, an existing policy emended or feedback given to city staff during the consultative phase
- 1.3 Explore with City departments how to apply a gender lens to all stages of infrastructure development
- 1.4 Will identify three project annually that are a priority for women's issues and will provide recommendations to City Departments earl in their project planning phase
- 1.5 Work with Women@theCity to identify issues and develop policy recommendations



Goal 2: We will promote leadership opportunities for women

We will know we are successful if we achieve this measure and target: Organize one symposium every two years and provide three presentations each year.

In order to accomplish our goal, we will complete various actions including (but not limited to):

- 2.1 Host a symposium every second year
- 2.2 Build awareness through presentations about different kinds of leadership opportunities
- 2.3 Work with other community partners that have the same goals
- 2.4 Connect with Women at the City to identify and promote leadership opportunities
- 2.5 Provide volunteer opportunities for women to show leadership on policy, events and communications

Goal 3: We will communicate to and engage with Edmontonians on issues related to women's issues

We will know we are successful if we achieve these measures and targets: 12 new blogs annually, newsletter distributes three times a year; 1000 new followers on each platform per year; 50,000 people reached per month; Increase in the number likes, comments, shares and retweets; increase in positive comment threads; increased requests to share information other organizations events; and increase in number of social media community members who volunteer and/or attend our events.

In order to accomplish our goal, we will complete various actions including (but not limited to):

- 3.1 Maintain a public Website
- 3.2 Use social media to engage Edmontonians in conversations
- 3.3 Build awareness of WAVE and the Women's Initiative through community presentations
- 3.4 Facilitate face-to-face discussions on women's issues at community events, halls and agencies to solicit input on issues
- 3.5 Be a trusted source of information and discussion about women's issues
- 3.6 Positively change perceptions about feminisms and the status of women in Edmonton
- 3.7 Provide support for like-minded partner organizations to build presence of women in our community
- 3.8 See real-world impact and ambassadorships from social media community
- 3.9 Develop and distribute a Women's Initiative newsletter



Goal 4: We will see an increase in the number of women running for City Council

We will know we are successful if we achieve these measures and targets: Number of women running for office increases by 10%, a plan is developed and implemented, and resource materials is developed and distributed to women's organizations in Edmonton.

In order to accomplish our goal, we will complete various actions including (but not limited to):

- 4.1 Host and support public forums
- 4.2 Work with city clerk's office to promote women's participation as candidates
- 4.3 Increase awareness about the importance of women's perspectives in municipal government and the Council level
- 4.4 A plan is developed to increase the number of women running for office and to encourage women to vote

Goal 5: We will gather and analyse research to ensure decisions are evidence based

We will know we are successful if we achieve this measure and target: Biannual scorecard is completed, one policy area is identified from the scorecard annually and addressed and results are published.

In order to accomplish our goal, we will complete various actions including (but not limited to):

- 5.1 Launch a City of Edmonton Gender Scorecard
- 5.2 Analyze the results from the scorecard to inform future policy work and civic engagement
- 5.3 Apply and update the scorecard regularly

Goal 6: We will employ best governance and organizational practises in our work

We will know we are successful if we achieve this measure and target: Succession plan is developed for WAVE committee, new members receive training, nine meetings are annually, WAVE minutes and public documents are posted on website, committee policy and procedures are reviewed and revised as needed, annual report is developed and committee members complete an evaluation annually.

In order to accomplish our goal, we will complete various actions including (but not limited to):

- 6.1 Provide intersectional gender lens training for all committee members
- 6.2 Create and provide all new members with a comprehensive orientation
- 6.3 Establish a recruitment process
- 6.4 Standardize the meeting structure
- 6.5 Standardize the information flow from the city to members
- 6.6 Create and administer a WAVE committee evaluation
- 6.7 Create an annual report to City Council.