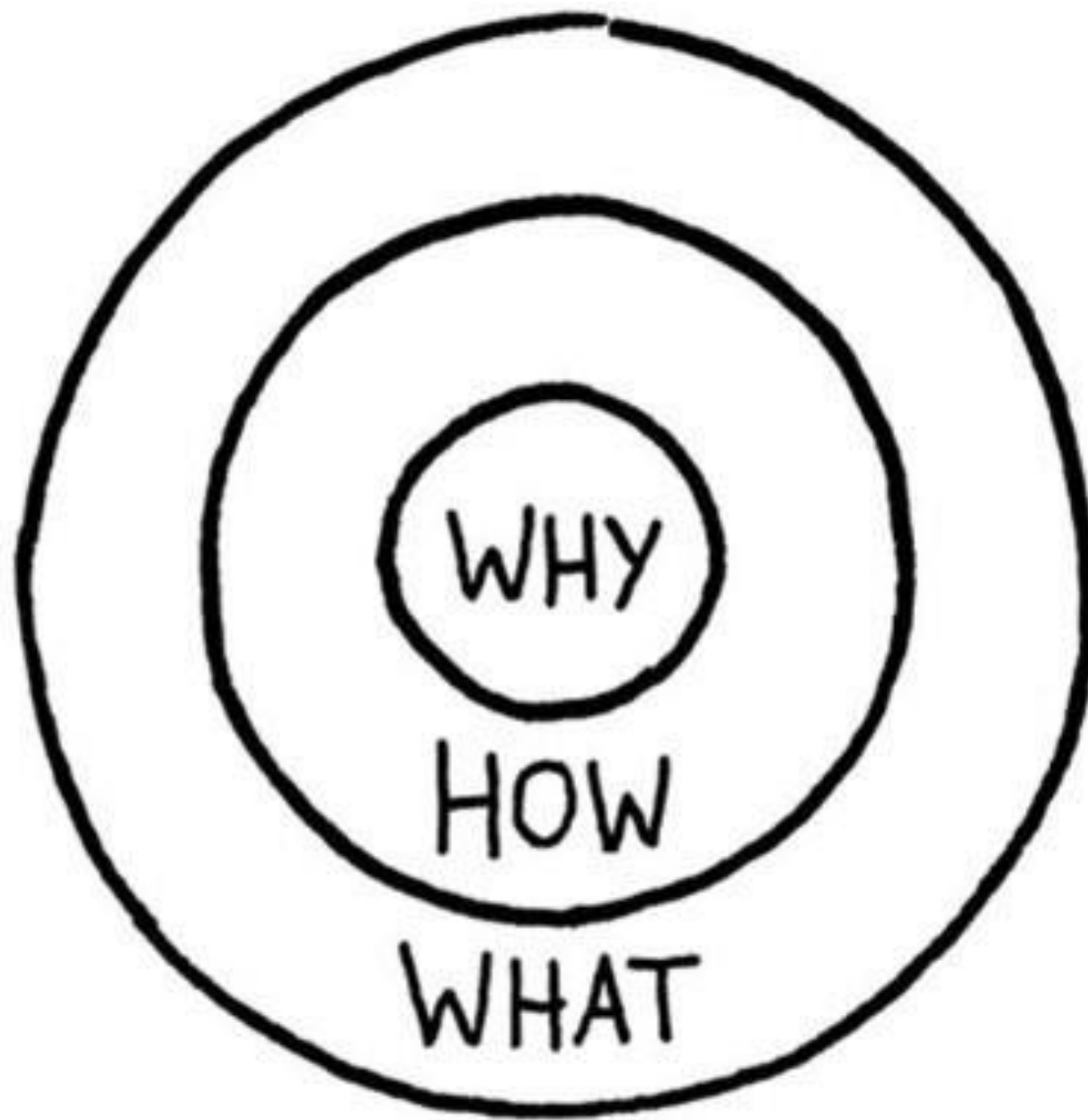




Commission for Women Mission

Serves as an advisory body to the city council and city manager concerning the needs and problems of women in the Austin area and shall recommend programs designed to alleviate any inequities that may confront women in social, economic and vocational pursuits.

The Golden Circle by Simon Sinek



Why = The Purpose

What is your cause? What do you believe?

Apple: We believe in challenging the status quo and doing this differently

How = The Process

Specific actions taken to realize the Why.

Apple: Our products are beautifully designed and easy to use

What = The Result

What do you do? The result of Why. Proof.

Apple: We make computers

Commission for Women

PURPOSE

Why

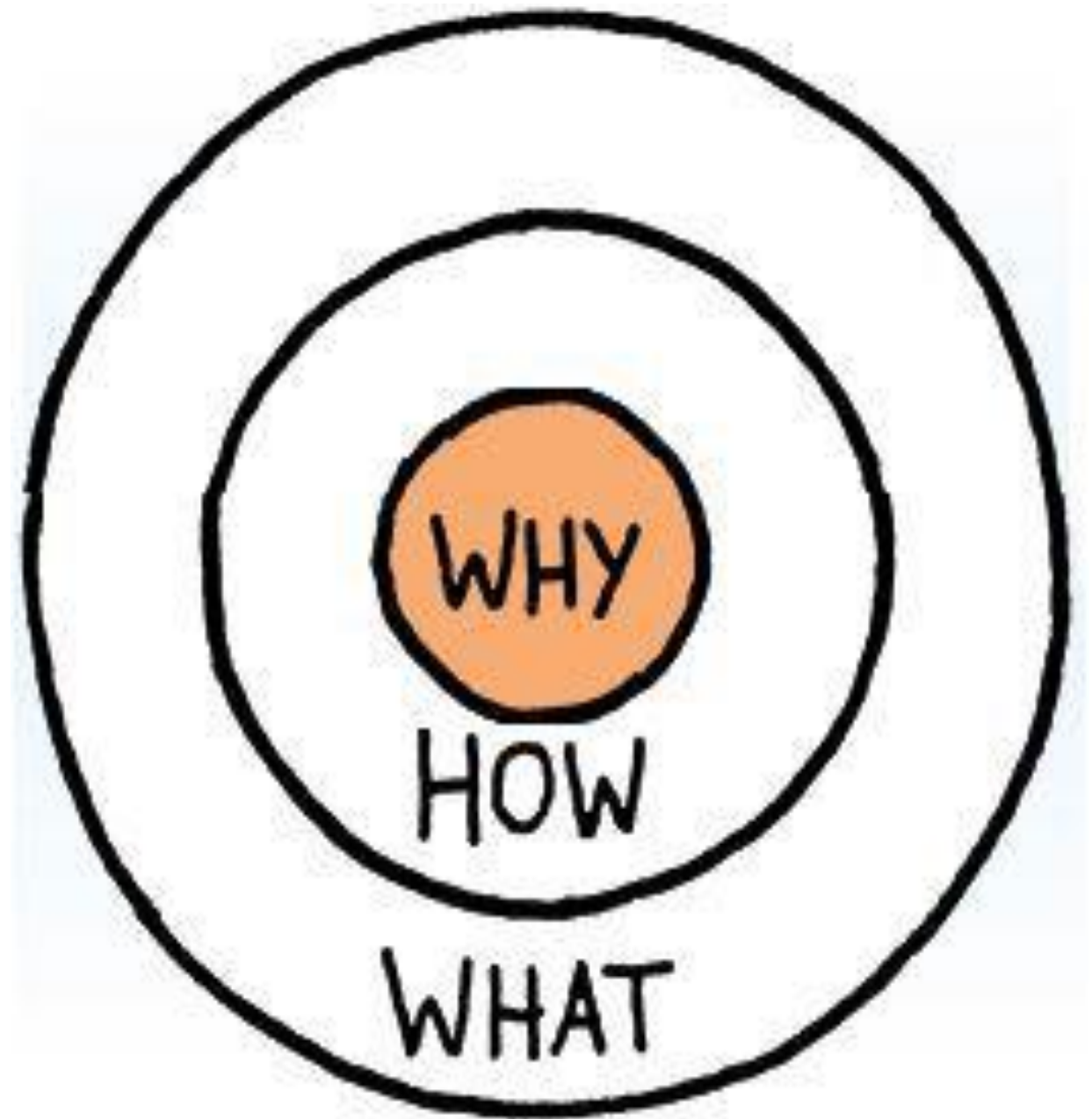
We believe Austin can and should be the national leader in women's equity

How

Our initiatives are research-based and benchmarked against other cities

What

We recommend initiatives to City Council that promote women's equity



Austin Commission for Women

Mission

We inspire our City Council
to prioritize women's quality-of-life so
Austin becomes the most equitable
city for women in the nation.

We _____ (do this thing)
for _____ (these people, places, animals or things)
so that _____ (this thing can happen).

Austin Commission for Women

Vision

Our vision is to make Austin the best U.S. city for women and girls by 2024.

A goal which has a time stamp.

Austin Commission for Women

Values

We prioritize diversity

We are tenacious

We want results

These are dinner table rules.

Also how City Council identifies prospective members.

Austin Commission for Women

Women's Quality-of-Life Issue Areas

Workplace Equity

Survivor Experience

Leadership Equity

Sexual Assault & Violence Prevention

Access to Healthcare

-
- These are issue areas we determine are the benchmarks for quality-of-life.
 - These Issue areas which define our work for the next period of years.
 - We measure our success against these issue areas.
 - We champion initiatives in these issue areas.
 - We build a Hall of Fame event on these issue areas.
 - We build a strategic plan around these issue areas.
 - We approach City Council with a strategic plan that will inform the budget for the foreseeable future.

Measurable Goals & Benchmarks

Issue Area	Goal #1	Goal #2	Goal #3
Workplace Equity	X by X	X by X	X by X
Survivor Experience	X by X	X by X	X by X
Leadership Equity	X by X	X by X	X by X
Sexual Assault and Violence Prevention	X by X	X by X	X by X
Access to Healthcare	X by X	X by X	X by X

- Goals are realistic, measurable and time-bound.
- Goals are benchmarked against other U.S. cities.
- Goals have defined initiatives associated with them.
- Initiatives have proposed budgets.

TAGLINE

“Her ATX 2024”

#HerATX2024



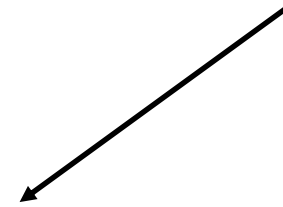
What is the
Women's Commission?

We are citizens appointed by
City Council who believe Austin
can be the best city for women
and girls by 2024.

How will you do that?

We inspire City Council to
prioritize the lives of women by
recommending initiatives which
are research-based and
benchmarked against other
cities.

WHY



WHAT



HOW



ELEVATOR SPEECH



About the Women's Hall of Fame

Event Purpose

Promote our goal to make Austin
the national leader in women's equity.

About the Women's Hall of Fame

Inductees

Inductees are recognized for shaping the laws, policies, personality, businesses, services, initiatives and activities in the city of Austin to make it a more equitable place for women and girls.

About the Women's Hall of Fame

Criteria for Inductees

Improved the quality of life for women and girls in one of our 5 issue areas

Can reside anywhere

Achievements occurred in ATX

Can be posthumously awarded

Women's Quality-of-Life Issue Areas

Workplace Equity

Survivor Experience

Leadership Equity

Sexual Assault & Violence Prevention

Access to Healthcare

The Austin Commission for Women invites you to

The Women's Hall of Fame

*As we honor those who strive to make Austin
the best U.S. city for women & girls*

Awards

Champion of Women Award

Catalyst for Change Award

Woman to Watch Award

Breaking Barriers Award

Advocate of the Year Award

Lifetime Legacy Award

Woman of the Year Award

Our vision is to make Austin the best U.S. city for women & girls by 2024.

#HerATX2024

This is where I ran out of steam...

Champion of Women Award

Recognizes a company or organization that provides internal programs and initiatives that are unique, cutting edge and specifically designed to support the quality of life for Austin women and girls.

Catalyst for Change Award

Woman to Watch Award

Recognizes a woman under 40 years of age who has significant accomplishments and/or success in one of the 6 focus areas.

Breaking Barriers Award

Recognizes a woman who has utilized her position, stature, expertise and influence to break down barriers and effect positive change for women.

Women's Advocate of the Year Award

Recognizes a woman who has shown by deed, actions and accomplishment the advocacy of other women.

President's Award

Recognizes a woman CEO, President or business owner who has demonstrated success, growth and achievement in their business enterprise.

Lifetime Legacy Award

Recognizes a woman who has demonstrated superior leadership who has a significant track record of long-term achievements and accomplishments in one of the 5 focus areas .

A person is holding a large, light-colored cardboard sign. The sign has a message written on it in a bold, sans-serif font. The message is: "I AM NO LONGER ACCEPTING THE THINGS I CANNOT CHANGE. I AM CHANGING THE THINGS I CANNOT ACCEPT". The sign is held up in front of a crowd of people, who are partially visible in the background. The overall tone of the image is one of protest or activism.

"I AM NO LONGER
ACCEPTING THE THINGS
I CANNOT CHANGE.
I AM CHANGING THE
THINGS I CANNOT ACCEPT"

- Now is the time to put this idea forward.
- Our WHOF event won't have meaning unless the commission is strategic.
- The event can be a powerful agent of our goal.
- Other commissions are strategic. Why not us?
- Our meetings/work will be more focused.