



# WOMEN'S RIGHTS COMMISSION

## *STRATEGIC PLANNING PROCESS*

### Part Three: March 7, 2023



# WHY THIS WORK MATTERS

- **Strategic planning sets the tone and direction of priorities and policy focus**
- **Requires disciplined approach to align operations + resources**
- **Both reflective and future focused**



A woman with dark hair in a ponytail, wearing a dark tank top and shorts, sits on a dark, craggy rock ledge. She is looking out over a vast, sunlit valley with green and yellow vegetation. The valley stretches to a distant horizon under a blue sky with scattered white clouds. The entire scene is framed within a large circular border.

# The Bigger Picture



**Eight Goals**  
are broad statements that  
provide direction on how  
progress will be measured  
toward the four established  
vision blocks

**Strategies**  
identify specific areas  
of interest and focus  
supporting traction  
on the eight  
established goals

**Strategic  
Objectives**  
reinforce established  
strategies and are  
considered the most  
critical strategic  
imperatives for  
the organization  
(i.e., 30 by 2030)

**4 VISION BLOCKS**

**8 GOALS**

**25**  
BY 2025  
*VisionNEXT*

**25 BY 2025**

**30 BY 2030**

**30**  
BY 2030

\*10 by 2025 + 10 by 2030 + 10 by 2030  
objectives aligned with the number  
2025 Strategic Planning Process



# STRATEGIC ALIGNMENT SNAPSHOT



**Animal Shelter Advisory Committee**  
2018 - 2021 Strategic Plan

WORKING TOGETHER TO MAKE EL PASO A NO-KILL COMMUNITY

- A - Advise
- S - Support
- A - Advocate for the
- C - Community

**MISSION STATEMENT**  
approved 4.29.21

The Youth Advisory Board provides an impactful voice to advocate for our El Paso youth and establish opportunities to foster a safe, integrated and unified community.

**YOUTH ADVISORY BOARD VISION**

The Youth Advisory Board will help shape the future in which we will grow up in, building on areas of our culture, safety and the overall health and welfare of our community.

**EP TX CITY OF EL PASO**

**BOARD MEMBERS**

- Amber Borjon
- Amaris Ramos
- Jesus Perez
- Daniela Martell
- Liliana Velarde
- Kayla Saucedo

**YOUTH ADVISORY BOARD**  
CITY OF EL PASO, TEXAS

**EP TX CITY OF EL PASO**

## Regional Renewable Energy Advisory Council

MIGUEL FRAGA, CHAIR / JOSHUA SIMMONS, VICE-CHAIR

Recommendations of the RREAC will be **aligned with strategic goals** in pursuit of the identified and adopted mission / vision

### KEY RREAC PRIORITIES BASED ON STRATEGIC GOALS

- Create a Bilingual Education Campaign
- Identify and study the viability of solar /renewable energy code requirements.
- Reduce overall energy consumption and enhance energy efficiency in municipally owned facilities
- Recommend incentive programs targeted for businesses in the area of renewable technology

**Strategic Plan for Veterans Affairs Advisory Committee**

Veterans Affairs Advisory Committee

- District 1: Tephane Hopper\*
- District 2: Hope Jackson\*
- District 3: Don Parrott
- District 4: Jonathan Bohannon
- District 5: Laura Butler (Secretary)
- District 6: Bruce Bieger\* (Vice-Chair)
- District 7: Justin Roth
- District 8: Melissa Harcrow
- Mayor: Lance Lehr (Chair)

\* Subcommittee Chair

September 13th, 2021

### Goals

Goal 4.1: (City 6.1/6.2) Address Veteran employment in the city strategic plan by placing a goal (6.1.1) to *Obtain a 15% Veteran Workforce by 2025*

Goal 4.2: (City 5.5) Address Veteran communication in the City strategic plan by placing a goal (5.5.1) to *Expand Veteran presence on our web pages and social media sites and build a comprehensive strategy to connect with Veterans and Service Members*

Goal 4.3: (City 8.1) Address Veteran homelessness in the city strategic plan by placing a goal (8.1.1) to *Sustain the funding of case management, supportive services and rental assistance to homeless Veterans*



### Strategic Planning



The City of El Paso is a reflective and future-focused organization. The Strategic Plan sets the tone and direction of our service delivery by establishing goals, strategies and key strategic objectives while also aligning operations and resources to achieve them. Activating the power of this plan has shaped transformative, tangible results since its initial adoption in 2015.

We undertake a Strategic Planning Process to reflect on work accomplished, share progress being made across our eight goals to attain our four vision blocks, and to ensure we identify new or emerging areas of focus. This process is dynamic, intentional and demonstrates our leadership system in action anchored in Plan, People, Process and Performance.

City Leaders convened the most recent Strategic Planning Session in December 2021. This high-energy, community-focused event centered on reinforcing the collective big picture—driven by the data, dialogue, and key decisions shaping our future.

### Additional Blueprints

As key inputs and documents supporting the creation of the citywide Strategic Plan, several of the City's Boards, Committees and Commissions have developed strategic plans providing guidance on key focus areas and alignment opportunities.

These include:

- Animal Shelter Advisory Committee
- Regional Renewable Energy Advisory Council
- Veterans Affairs Advisory Committee
- Youth Advisory Board

# APPROACH RECAP

1. Process driven
2. Data-informed
3. Highly engaged
4. Action-oriented

A word cloud graphic featuring the following terms in various colors and orientations: **RIGHTS** (teal, top), **SELF** (orange, top), **AUTONOMY** (light blue, middle), **EQUALITY** (orange, middle), **SYSTEMIC** (orange, bottom), **COMMITMENT** (light blue, bottom), **REMOVES** (teal, vertical), **BARRIERS** (light blue, vertical), **WOMEN** (teal, bottom), and **DETERMINATION** (dark grey, vertical).



## Adopted Mission Statement

**The Mission of the El Paso Women's Rights Commission is:**

**To advocate for ALL WOMEN with determination to uplift and protect our wellness and workplace success by removing barriers and inequities in every aspect of our lives.**



# WHY & WHAT WE ARE

## Adopted Vision Statement

**Setting the standard that creates a  
supportive environment for ALL WOMEN  
to thrive by advocating for our equality,  
autonomy, safety, justice, prosperity and  
overall well-being.**



# PART Three

## → STRATEGIC ALIGNMENT

# WELLNESS FOCUS

**“WHEN PEOPLE FEEL  
GOOD ABOUT  
THEMSELVES IT HELPS  
THEM FEEL BETTER  
ABOUT OTHER AREAS  
OF THEIR LIVES AND  
BUILDS CONFIDENCE.”**

# APPROACH RECAP



**Part One:** Overview, Began Mission and Vision Development (December Meeting)



**Part Two:** Finalized Mission and Vision, Began Priority Area Mapping (January Meeting)



**Part Three:** Strategic Alignment (February and March Meetings)



# Priority Area: **Wellness/Health Focus**

## KEY STRATEGIC OBJECTIVES

What? (Focus Area)	How? Key Policy Consideration(s)/Recommendation(s) to City Council	Measure of Success
<b>Mental Health</b>	<ul style="list-style-type: none"><li>• Providing low-cost services</li><li>• Access to providers and ways to learn more about managing mental health</li><li>• Body Positivity</li><li>• <b>Empowerment education for <u>young women</u> on body literacy and sexual health education</b></li><li>• Focus on Veterans</li></ul>	<ul style="list-style-type: none"><li>• Advocate for targeted programming for young women (i.e. as early as eight)<ul style="list-style-type: none"><li>• <i>Align education opportunities for mothers/parents alongside their children/young women</i></li></ul></li></ul>

# Priority Area: **Wellness/Health Focus**

## KEY STRATEGIC OBJECTIVES

Focus Area	Key Policy Consideration/Recommendation to City Council	Measure of Success
<b>Access to competent and comprehensive care</b>	<ul style="list-style-type: none"><li>• Right to make our own health care choices</li><li>• Right to insurance</li><li>• Free/cost-efficient programs</li><li>• To see locally that medical school develops program covering needs of trans community</li><li>• Full prenatal and post medical care for CoEP employees along with free childcare</li><li>• Opportunities for paid maternity leave (including FMLA considerations)</li></ul>	<ul style="list-style-type: none"><li>• Full prenatal and post medical care</li><li>• Paid family leave</li><li>• Full realm of post-natal workplace support when they return to work (Lactation Rooms, etc.)<ul style="list-style-type: none"><li>• <i>Doctors' appointments, pediatric care</i></li></ul></li></ul>

# Priority Area: **Workplace**

## KEY STRATEGIC OBJECTIVES

Focus Area	Key Policy Recommendation(s) to City Council	Measure of Success
<b>Actionable policy to address gender wage disparity in El Paso</b>	<ul style="list-style-type: none"><li>• Pay equity, career readiness and opportunity</li><li>• Existing policy review to understand and identify barriers for a woman to not have to choose between raising their children and career advancement/retirement</li></ul>	Right sizing existing wage structures (begin with CoEP, encourage businesses)
<b>Advocate for key policies</b>	<ul style="list-style-type: none"><li>• Standards of conduct and fair treatment within the workplace</li><li>• <b>City employment policies, standards and other items</b> (i.e. employment statistics provided to WRC in February, public safety---including police workforce/women in law enforcement)</li><li>• Menstrual leave policies</li></ul>	



# Priority Area: **Workplace**

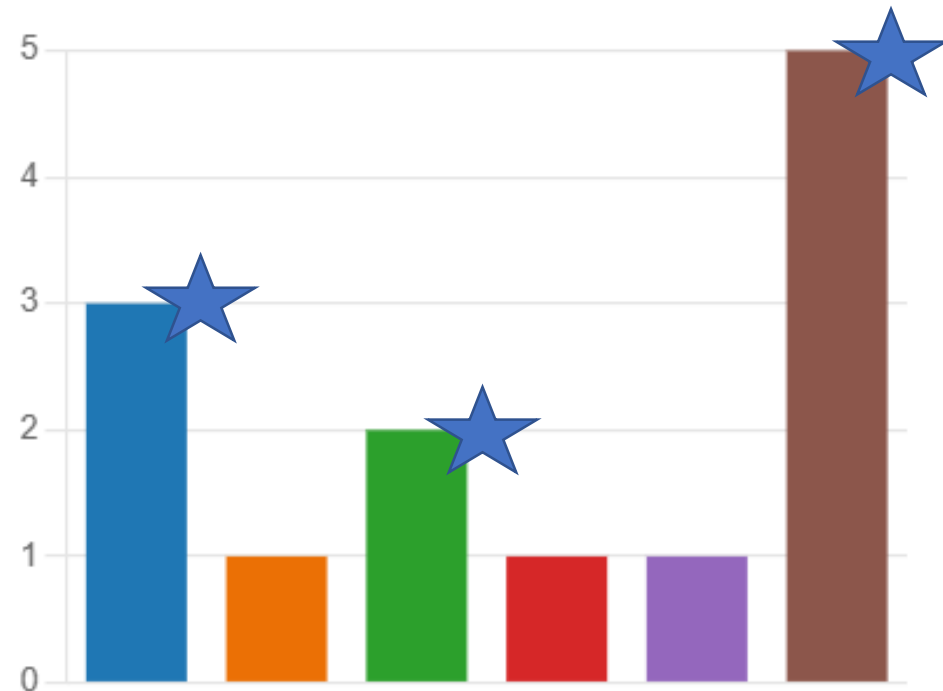
## KEY STRATEGIC OBJECTIVES

Focus Area	Key Policy Recommendation(s) to City Council	Measure of Success
<b>Access and key information resources</b> <ul style="list-style-type: none"><li>Affordable Child Care</li><li>Development/ Advancement</li><li>Promoting women-owned businesses</li><li>Reporting sexual harassment</li></ul>	<ul style="list-style-type: none"><li><b>Recognizing many working women are also mothers, finding a way that makes it easier for them to do both</b> (i.e. allowing them to attend performances, awards, and participate in schools while also providing for their families); advocate lactation and drop- in childcare services for working mothers</li><li>Coaching/workshops for all women and daughters work <b>alongside external partners</b> (as early as eight years old)</li><li>Assistance in resume writing, interviews and negotiating salary</li><li>Elevating profiles of local women into key roles in our community</li><li>Reviewing the system, policies, required training. <i>Making sure there's a way women can feel safe to come forward when there's sexual harassment</i></li></ul>	<p>Implementation of regulations focused on mothers</p> <p>Spotlight partners/programs as a convenor</p>

The Vision of the Women's Rights Commission is:

Setting the standard that creates a **supportive environment for ALL WOMEN to thrive** by advocating for our equality, autonomy, safety, justice, prosperity and overall well-being.

*Please select one to all of the following focus areas as an opportunity to provide additional context*



# Priority Area: Supportive Environment to Thrive

## KEY STRATEGIC OBJECTIVES

Focus Area	Key Policy Recommendation(s) to City Council	Measure of Success
<b>Overall well-being</b> <ul style="list-style-type: none"><li>Increasing education on body literacy</li><li>Programs to focus on the human integration of mind, body, spirit</li></ul>	<ul style="list-style-type: none"><li>Educating women about burnout and how to prevent it</li><li>Awareness at the elementary level to improve bodily autonomy</li><li>Diverse women represented in program delivery</li><li>Body literacy education---natural rhythms, overall health, more in-tune with body signals and looking at what is being shared about body image (i.e. navigating social media)</li><li>Mentorships in <b>helping young women</b> with depression, anxiety, stress</li><li>Connecting young women with successful women.</li><li>Being equipped with tools, for families, and contributing to normalizing getting help in the mental health realm</li><li>Mental support for women suffering through different mental challenges due to life experiences</li></ul>	<b>Promoting mental health as a top priority</b> <ul style="list-style-type: none"><li><b>Helping young women</b></li><li><b>Partnering with local school districts (interlocal agreements) related to these issues</b></li></ul>



# Priority Area: Supportive Environment to Thrive

## KEY STRATEGIC OBJECTIVES

Focus Area	Key Policy Recommendation(s) to City Council	Measure of Success
Equality	Promoting equity instead of equality; custom tools needed to succeed.	<ul style="list-style-type: none"><li>• Align with CPAC opportunities/recommendation</li><li>• Pilot Programs</li></ul>
Safety and Justice	<ul style="list-style-type: none"><li>• Feeling safe at existing facilities and programs</li><li>• Promoting safe gun storage and providing low-cost self defense classes/ training to all women</li><li>• Publicly available database of those convicted of domestic violence and those with protection order</li><li>• Justice: Protecting women who are victims of crimes and providing survivors with ways to share their story</li></ul>	<ul style="list-style-type: none"><li>• Opportunity to align this work with EP County</li></ul>