



Policy and Guidelines For Alliances, External Communications and Advocacy

The Forum of Executive Women (“The Forum”) recognizes that its mission of harnessing the power of executive women to advance the impact and influence of women in leadership will require an integrated Board approved strategic plan which will be implemented over time. The Forum understands that it will take multiple progressive and cumulative steps over a period of time to impact some of the major objectives of this initiative considered as determining measures of success, such as the number of women serving in C-suites and on boards of publicly-traded companies.

As a not-for-profit organization which is qualified under Section 501(c)(6) of the Internal Revenue Code and responsible for serving the needs of a diverse membership, The Forum must consider the diverse perspectives and business concerns of its membership as a whole as its Board adopts positions and policies with regard to this initiative and decides how to publicly position The Forum’s outreach, communications and activities. As an organization, The Forum’s primary duty to its membership is to serve its membership’s collective concerns. The Forum’s Executive Director serves as the primary conduit through which positions and opportunities are evaluated. The Executive Director will carefully weigh external communications, alliance requests, etc. and consider whether any might present a conflict to any cohort of The Forum’s membership and determine how The Forum should respond to the request, opportunity, etc. The Executive Director will also call upon The Forum’s current President, Executive Committee and Board as needed to ensure that Forum decisions and actions do not endorse or advance one side of a public policy debate over another and, therefore, are not would be contrary to the business interests of Forum members or cohorts of our membership and their relationships with their employers or clients.

The Forum focuses its efforts on advancing the impact and influence of women in leadership by strategically focused activities and initiatives that enable our membership and supporters to:

- Share in productive dialogue about issues that support and/or may detract from the advancement of women’s influence and impact in leadership;
- Produce and share research, information, studies, and other communications that support and reinforce the value in furthering the advancement of women’s influence and impact;

- Foster connections between our members and between The Forum and business leaders and key groups that will enhance dialogue and understanding on this issue;
- Enhance the number and qualifications of women ready to serve in or fulfill more direct senior leadership positions (ranging from high level line management positions to C-Suites to key advisory and governance boards) in the multiple entities responsible for the economic viability and broad based community needs and interests across our region; and
- Support the number and qualifications of women moving into and through the pipeline so they can serve as future women leaders and as the people who will become the next generation of women that support The Forum's mission.

As The Forum works to advance its mission, The Forum's Board, consistent with its fiduciary duties to the organization, must carefully consider how it positions the organization's direct actions, positions and policies that could be considered as contrary to its broad based membership interests. And The Forum Board will base its decisions about strategic partnerships and alliances on the above considerations.

Approved by Board 3/9/11