Strategic Dashboards

Executive Alliance uses the following dashboards to ensure that the organization is achieving its strategic objectives. At board meetings, Committees will share their objectives for the year and their progress towards those goals.

The Executive Director will be responsible tor providing dashboards to the committees and committee chairs will provide completed dashboards to Executive Director one week prior to the board meeting for inclusion in the board packet.

Our Mission

To accelerate the success and leadership of accomplished women by expanding their impact and influence through advocacy, education and mentorship.

- Executive Alliance Advocates: through its census studies, Women of Excellence luncheon, alliances with search firms, partnerships with private and public entities, collaboration with executives involved in the board selection process, and its affiliation with Leaderboard.
- Executive Alliance Educates: through programs, workshops and events supporting leadership development and addressing the opportunities, challenges and issues women face in the board selection process.
- Executive Alliance Mentors: through its Effective Impact Mentoring program for emerging leaders and networking opportunities for its members.

Our Vision

To be the regional catalyst and authority on issues affecting women in leadership.

Our Positioning Statement

Executive Alliance is the organization of choice in the Greater Baltimore region for connecting accomplished women on a professional and personal level to expand their impact and influence in the board room, the community, and in the leadership of businesses, civic organizations, and government.

Advocacy Dashboard

Updated September 2026

Committee Chairs: Kimberly Prescott

Mission of Committee: TO SUPPORT THE ADVANCEMENT OF LEGISLATION AND FACILITATE LEGISLATIVE ADVOCACY FOR INITIATIVES INCLUDING BILLS WHICH LEAD TO EQUITY FOR ALL WOMEN

Budget for 2026-27: $

Element from Strategic Plan	2025-2026 Challenges & Successes	2026-27 Objectives and Progress
Enhance & promote visibility of EA and its members through centers of influence, media, digital marketing & external partners	*Breakfast with Brooke Lierman event* *Strengthened relationship with Maryland Commission for Women (Rebecca and Christine Lee sit on MCW)* *Continue to cultivate visibility and relationships with national partners, local advocates & MD Legislators.* *Invite selected legislators to WoE; showcase work at WoE slide show* *Choose legislative issue to advocate for* *Host coffee open house at Maryland Association of Counties to raise visibility.* *Continue to work with Sen Hettleman, Brooke Lierman and others to try and get better data from Comptroller's Office for Gender Diversity bill.* *Continue to develop relationship with Portia Wu regarding women & workplace issues.*	*Host coffee open house at Maryland Association of Counties to raise visibility.* *Work with advocates on women's representation in State Senate* *Continue Breakfast with Brooke Lierman event in March* *Crack gender diversity bill data* *Cultivate the Women's Legislative Caucus (Executive Director Aryiana Ward; Chair Denise Robinson, Prince George's County)* *Support the Maryland Commission for Women's initiative, together with allied organizations, to develop and execute a long-term plan to increase the number of women in the Maryland State Senate* *Stretch goal: coordinate a legislative advocacy training for women, exploring Emerge Maryland's program (Diana Emerson) and/or a training built on the committee's combined lobbying experience*
Help current members promote their area of expertise to other members	*Solicit new membership to committee.* *Diana Emerson, Sarah McLean, Kimberly Prescott*	*Continue to recruit committee members with legislative and government relations experience to expand bill coverage and testimony capacity*

Increase digital marketing for internal communications to keep members informed of successes, initiatives and general activities		*Finalize a shared bill tracker format (bill number, sponsor, summary, committee assignment, hearing dates, position, and status) before the 2027 session convenes; align with Rebecca Snyder's tracker, which feeds the EA website's bill-tracking widget* *Launch a member-facing legislative update, such as a newsletter section or dedicated email, sharing session highlights and priority bills in plain language, since the detailed bill tracker is maintained for board use*
Increase member involvement through marketing activities tailored to member interest	*Mull legislative advocacy day, and virtual legislative session wrap up in April/May*	*Monitor bill activity throughout the session (introduction, committee hearings, votes, and crossover) and keep the tracker current* *After the session ends (adjourns April 12, 2027), close out the tracker with final outcomes, deliver a summary report to the board on bills tracked, positions taken, and how they landed, and capture lessons learned for next session* *Build toward a legislative advocacy day and/or virtual legislative session wrap-up (April/May 2027)*