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.

Membership / Partnership Dashboard

Updated September 2026

Committee Chairs: Karen Bond & Tracy Imm

Mission of Committee:**Recruiting, engaging and retaining members**

Budget for 2026-27: $

Element from Strategic Plan	2025-2026 Challenges & Successes	2026-27 Objectives and Progress
Recruit: Build our membership base to reflect the spectrum of women in the workplace in today's economy	*Committee not active* *New level of membership launched for Mentee program graduates*	*Analyze the demographics of membership to better understand member profiles* *Multi-prong recruiting strategy implemented to capture women at each career stage* *Re-engage with Past Presidents, former members, Mentee Program graduates and affiliated organization* *For former members, invite them to a Friends of EA event to re-engage and solicit return to membership status* *For Annual Meeting, create a "Celebrating Women in the Workplace" themed event with like-minded organizations*
Engage: Promote success of members by facilitating networking and relationship building and connecting members to opportunities	*Regional coffees and meal events*	*Solicit inputs from members on engagement strategy* *Reimagine member supporting member event with programming ideas from the members* *To boost engagement regionally, select captains to lead activities throughout the year* *Launch a leadership book club that selects a fall and spring book to read and discuss among members* *Continue to serve as pipeline for Green bag appointments* *Continue to offer Board Readiness training (expand to non-members as a revenue source)*
Retain: Create an inclusive community that is safe, confidential and supportive of all members	*Retention of members for a variety of reasons*	*Membership Co-Chairs to bolster outreach to new joiners with dedicated follow up efforts* *Recognize Pioneers, Advocacy Champions and Mentoring Leaders at the Women of Excellence event to bolster our reputation and honor work done by women as trailblazers and leaders in the workplace.*