



# Women in Technology — The Value of Continuity

## HOW CONSISTENCY OF PROCESS, KNOWLEDGE AND EXECUTION COMBINE TO DELIVER ASSOCIATION AND FOUNDATION SUCCESSES

For almost a decade RMK Productions has been helping Women in Technology fulfill its mission of advancing women in technology from the classroom to the boardroom. The relationship began simply enough, helping with WIT's operations. Over time, RMK's role – and the relationship – have evolved. Today, given its historical perspective, RMK plays a critical continuity role that keeps WIT's strategy moving forward as the needs of its members and sponsors evolve.

"We count on RMK for two big roles," said Trish Barber, WIT President and Founder, 3 Ways Digital, "First, to be the hub of the many and varied events and projects we undertake on almost a daily basis and, second, to bring a historical perspective on WIT, complemented by association best practices counsel for our operations and strategy."

### Facilitating Collaboration

Several years ago, STEM for Her, WIT's foundational arm, which had previously been volunteer-managed, asked RMK to take on their operations as well. In this dual-role, RMK focuses on ensuring compliance with the letter and spirit of the Memorandum of Understanding between the two organizations as well as facilitating collaboration and operational continuity.

"Relying on RMK as the central information point between our two organizations has many benefits," said Dr. Marian McKee, Chair, STEM for Her and Senior Director, Global Operational Development Services, BioReliance. "For instance, it's faster and easier to ask questions of RMK rather than involve WIT volunteer leadership and vice versa. Just that little bit of time efficiency for both our boards adds up to many hours of volunteer time saved throughout the year."



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## It Starts with the Volunteers

With over 14 committees run by more than 75 active volunteers it's essential that WIT leaders work together. RMK's role in driving collaboration includes:

- assisting with knowledge transfer from chair to chair
- building policies, procedures and tools that facilitate collaboration
- supporting the rush of annual committee kick-offs
- building and delivering operational training for leaders
- maintaining the information and systems volunteers rely on for reference
- managing and reporting budgets by committee
- providing P&L data by event/project

In addition to helping the volunteer leaders work in ways that ensure WIT puts forward a consistent brand, effectively leverages volunteers' resources and collaborates, RMK serves as the master coordinator and implementer of:

- website updates
- emails
- event scheduling
- event logistics and preparations
- bimonthly newsletter publication
- membership directory
- WIT job board
- fiscal management

In addition to supporting WIT's committees, RMK staffs the WIT and STEM for Her boards. Services to the boards include providing detailed financials, assisting with minutes, maintenance of bylaws, adherence to *Robert's Rules of Order* and logistics support.

"Reggie and her team have supported WIT for the last 10 years and very quickly established RMK as WIT's trusted and important partner and resource," said Kathryn Harris, WIT Immediate Past President and General Counsel, and Executive Counsel, RLG, plc. "RMK's attention to detail and its ability to understand not only the day-to-day but also the strategic goals of our organization has enabled WIT to more effectively carry out its mission. The experience and wisdom that RMK brings has earned them a respected seat at the table."





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## Events Big and Small... Sponsors Too!

With more than 50 events annually, WIT is constantly in “go” mode. While many of the smaller events that take place monthly are mostly about repeating processes, several events stand out for their need for intensive creativity and project management from the RMK team.

- **WIT Leadership Awards:** This annual event honoring more than a dozen current and rising women technology leaders runs on a 12-month planning schedule that also includes managing all aspects of the awards nominations and selections process. 2018, marked WIT’s biggest award gala ever with 500+ attendees.
- **STEM for Her Annual Holiday Giving Gala:** This signature event which attracts 300+ attendees features an extensive silent auction fundraiser. All aspects of the event and auction are managed by RMK.
- **WIT Semi-annual Job Fair:** Keeping this twice-yearly event fresh for the more than 50 exhibitors and 400+ attendees has been essential to its long-term success. Key to its success is a strong focus on ensuring that WIT annual sponsors come away with high levels of satisfaction.
- **WIT Connect:** WIT’s signature event series takes place six times a year and delivers excellent networking. It features high-profile speakers in an intimate setting with a maximum attendance of 75.

All this activity takes more than member dues to make happen. Each year WIT attracts more than 40 sponsors. While WIT volunteers take the lead in sponsorship recruitment, RMK assists with pitches and importantly, takes over once an agreement is signed.

“The work of RMK plays a significant role in AT&T’s and other sponsors’ high rates of renewal,” said Phyllis Kolmus, Past President, WIT and Deputy Group Director, AT&T Government Solutions. “From table placements at the job fair, to VIP lists at WIT’s awards program and more, RMK delivers a personal touch for sponsors that creates a frictionless experience and helps sponsors achieve a solid return on their investment.”

## Volunteer Dynamics

As any volunteer led organization knows, the greatest challenge to long-term success is knowledge retention and transfer. If you are looking for continuity and superior client service, you need an association partner that is informed by the past and focused on your future.

