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Report of the WIC WEEK 2018
NAWIC South Atlantic Fall Conference
November 17-18, 2017
Hyatt Regency Greenville, SC
Rhonda Neeley Baker, CIT

I am excited being this year's WIC Week Chairwoman. I am looking forward to seeing all the special events that the Chapters in the South Atlantic Region come up with to recognize and celebrate this special week in our calendar year! WIC week is a wonderful time to get out and promote NAWIC and women working in the construction industry. Also, all members in your chapter both new and seasoned members can come together and plan some pretty exciting events!

Below is the 2018 Plan for Success for WIC Week:

Week One (January 1-6):

Send Chapter Commitment Form in by Jan 5.

- Agree on responsibilities for activities or events your chapter will engage in to celebrate WIC Week.
- Solicit volunteers for other job duties as needed.
- Send out a request for a proclamation to the mayor, governor, US Congress members, etc.
- Reserve your table top display early the National Office has a limited supply.

Weeks Two and Three (January 8 – 20):

- Develop a list of local press contacts: TV, radio, papers, local websites (local PR chair may have this).
- Contact local schools, construction organizations and/or dignitaries to encourage their support, get the word out, and solicit participation.

Week Four (January 22- January 27):

- Distribute Public Service Announcements and press materials.
- Submit activities for local calendars or events inclusion (newspaper, chamber of commerce, websites, etc.).
- Finalize WIC Week agenda.

Weeks Five and Six (Jan 29 – Feb 10):

- After sending out press materials, follow up with a phone call.

Week Seven, Eight and Nine (February 12 – March 3):

- Hold final meeting(s) to tie up loose ends for WIC Week activities/events.

Week Ten (March 4 – 10):

- Celebrate WIC Week with your special event(s) or activity(ies), and have fun!

Week Eleven (March 12 – March 17):

- Send a press release on the outcome/success of WIC Week to the media (with pictures if possible).
- Share your WIC Week success with your regional chair.
- Email in your recap form to National by April 2, 2018

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The National Association of Women in Construction South Atlantic Region



WIC Week Report Continued

In the spring 2018 at the South Atlantic Regional Spring Forum, Chapters will be recognized for their participation in WIC Week 2018. The guidelines are as follows:

Highest quantity of events/activities completed in order to increase the visibility of women in the construction industry during WIC Week.

Event/Activity that appears to have reached the most people to increase the visibility of women in the construction industry during WIC Week.

Most notable inquiry/conversation about women in construction during WIC Week. This would be a notable encounter that happened during WIC Week, due to a WIC Week event or activity, which appeared to truly change someone's view of women in the industry. I am hoping to get stories from across our region of how your activities impacted particular individuals who were unaware of the strength of, and opportunities for, women in this industry.

I have sent out all forms for WIC Week (Commitment Form, Recap Form and Sample Recap Form) to all Chapter Presidents to pass along to the chapter WIC Week Chairwoman. If there are any questions or anything I can do to help, please call or email me rmn2859@sc.rr.com

Thank you for your dedication and support for the 2018 WIC Week!

Have fun ladies!

