

President's Corner

Reflecting on 2025 Goals and Accomplishments



As EWTG President, it is my responsibility to lead and direct the organization to reach the goals and objectives set forth in our Strategic Plan. As I prepare for my second year as President, I want to reflect on the great work and accomplishments of the past year. Our phenomenal 2025 EWTG Board of Directors and President-appointed Committee Chairs have worked hard all year long to “*Unite, Empower, and Elevate*” our members and soon-to-be members to new heights. I am so grateful for their service and proud of their accomplishments!

The EWTG Strategic Plan includes five goals that support EWTG’s Statement of Purpose, with objectives/strategies to help guide the Board of Directors and Committee Chairs in meeting those goals. Below is a summary update on the status of the Strategic Plan goals for 2025.

Goal 1: Increase opportunities for EWTG members to understand issues related to Texas government and higher education through EWTG-sponsored educational meetings, seminars, and conferences.

Goal 1 Wins:

- 1 The Education Director researched legislation and legislative activity topics of interest to EWTG members and conducted one virtual event focused on the 89th Legislative Session.
- 2 The Conference Director and Committee Chairs planned the 2025 Annual Professional Development Conference, which was held in Round Rock on November 16-17, 2025.
- 3 The Communications Director and Committee published articles in the EWTG Star Newsletter and shared information about these activities on the website and social media.

Goal 2: Increase opportunities for EWTG members to participate in EWTG-sponsored leadership, management, and professional development trainings.

Goal 2 Wins:

- 1 The Education Director and Committee held eight virtual Mini Course sessions focused on topics of interest that benefit EWTG members.
- 2 The Engagement Director and Committee created a New Member Orientation and held three sessions for new members.
- 3 The Engagement Director and Committee planned two social events, including dinner and theatre and a session on working with Ikigai.

- 4 The Education and Engagement Directors worked with the Committees to hold a holiday luncheon focused on networking and professional development.
- 5 The Communications Director and Committee advertised Mini Courses and the holiday luncheon in the EWTG Star Newsletter, on the website, and on social media.

Goal 3: Increase opportunities for EWTG members to participate in EWTG-sponsored peer support and/or mentoring programs/activities (includes Executive Success Teams (ESTs)).

Goal 3 Wins:

- 1 The Professional Development Director and Mentorship Committee held an Annual Kickoff event to promote the active and new ESTs and increased the number of active ESTs from 7 to 11.
- 2 The Professional Development Director and Mentorship Committee started two new mentorship programs: one-on-one mentoring and peer mentoring.
- 3 The President, President-Elect, Finance Director, and Operations Director held an annual retreat for the Board of Directors and Committee Chairs focused on roles, expectations, responsibilities, and networking.
- 4 The Communications Director and Committee promoted the ESTs, one-on-one mentoring, and peer mentoring events in the EWTG Star Newsletter, on the website, and on social media.

Goal 4: Increase opportunities for EWTG members to get recruited by elected and appointed officials for executive positions in Texas government and higher education.

Goal 4 Wins:

- 1 The President partnered with several different government organizations/executives to establish the President's Advisory Committee and worked with the committee to promote EWTG activities, including the 2025 Annual Professional Development Conference.
- 2 The Woman of the Year Conference Committee Chair secured two judges and solicited four nominations for the EWTG Woman of the Year award.
- 3 The Scholarship Chair and Committee awarded seven scholarships to EWTG members for Leadership Women programs (Pipeline, Leadership Texas, and Leadership America), the 2025 EWTG Annual Professional Development Conference, a Project Management certification course, and an LBJ School of Public Affairs Management Development program.
- 4 The Communications Director and Committee spotlighted members, Woman of the Year nominees, and scholarship recipients in the EWTG Star Newsletter and on social media.

Goal 5: Increase opportunities for professional interaction among EWTG members and other women in Texas government and higher education.

Goal 5 Wins:

- 1 The Membership Director and Committee hosted three EWTG membership events, including a football game featuring the Austin Outlaws, a table at the State Employee Appreciation event, and an ice cream membership social event to recruit new members and provide networking opportunities.
- 2 The Conference Director and Committees planned a luncheon with leaders, EWTG showcase, and a networking event at the 2025 Annual Professional Development Conference.
- 3 The Affiliates Director and Committee continued outreaching to potential members to help form affiliate chapters throughout the state; held several in-person professional development trainings and workshops; and increased Brazos Valley Affiliate membership, meetings, and activities.
- 4 The Community Service Chair and Committee participated in four community service events, including volunteering to assist with the Susan G. Komen Big Pink Gala event; distributing food at the Central Texas Food Bank; collecting over 100 backpacks filled with school supplies for Any Baby Can families; and collecting toiletries for domestic violence shelters at the 2025 Annual Professional Development Conference.
- 5 The Communications Director and Committee advertised activities in the EWTG Star Newsletter and engaged with members/potential members on social media.

Now that the new year is approaching, it's time for the 2026 EWTG Board and Committee Chairs to begin planning for the upcoming season by setting new goals, objectives, and strategies. The 2026 President-Elect and Committee will revise the Strategic Plan to reflect the organizational changes that resulted from recent bylaw amendments.

Submitted by Coleen McCarthy
EWTG President, 2025-2026