



## **Tucson CREW 2014 Updated Strategic Plan**

*Tucson CREW is a diverse and dynamic group of knowledgeable professionals dedicated to the advancement of women in commercial real estate.*

### ***Tucson CREW Mission***

Tucson CREW is dedicated to advancing the success and development of women in commercial real estate.

Tucson CREW's core values that will be promoted and enhanced through our mission include:

- Networking
- Diversity
- Opportunity
- Recognition
- Knowledge
- Relationships
- Trust
- Mentoring
- Visibility
- Credibility
- Education
- Fun

### ***Tucson CREW Goals***

Tucson CREW has established the following 3-5 year goals to support our mission:

- Goal 1:** Establish Tucson CREW as a leading resource for commercial real estate knowledge and business opportunities in the community.
- Goal 2:** Create leadership opportunities for Tucson CREW members.
- Goal 3:** Continue to diversify Tucson CREW membership by age, experience, disciplines and ethnicity.
- Goal 4:** Increase awareness in the Tucson community about career opportunities for women in commercial real estate.