NEW MEXICO COMMISSION ON THE STATUS of Women

Strategic Plan

FY 2025 - FY 2027

Introduction

The New Mexico Commission on the Status of Women was created in 1975 to address issues critical to women's advancement, which at that time included issues ranging from women having credit in their own name to adoption of the Equal Rights Amendment. Recently, Governor Michelle Lujan Grisham re-funded the Commission to ensure a focus on addressing issues critical to the success of all New Mexican women.

Initially, the Commission focused primarily on organizational development including hiring an executive director and developing internal policies and procedures. The Commission then devoted itself to understanding the effect of the COVID pandemic on women and gathering data regarding health and work. The primary focus then became dealing with women's health issues following Dobbs and finally the first "Women's Summit" took place in 2023.

The Commission is moving into a new phase and desires to be outward-facing and engaging in substantive, issue-based work. The Commission is committed to engaging in this work mindfully and strategically by developing guiding vision and mission statements and creating a comprehensive plan for the next three years.

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The Process

Landscape Analysis
The strategic planning process began with the development of a landscape analysis focused on creating a shared analysis for the Commission around the current environment for women in New Mexico.

The data for the landscape analysis came from several sources. First, Single Space Strategies (SSS) was contracted and conducted qualitative interviews with Commissioners. These interviews focused on the goals and work of the Commission in the last two years, the ecosystem around women in New Mexico, and the future of both the Commission and issues impacting women. In all, 12 Commissioners participated in these interviews.

SSS also developed and disseminated an online survey to partners across New Mexico soliciting input on the current state of work around issues affecting women and their families as well as perceptions of and opinions about the work of the Commission. Almost all of the survey questions asked for open ended responses which were then coded by the team into themes and categories. Finally, interviews were conducted with representatives of four organizations: Planned Parenthood of New Mexico, New Mexico Women.Org, the Collaborative for Gender and Reproductive Equity, and the New Mexico Coalition of Sexual Assault Programs.

Those invited to take the survey included partners identified by the Commission, individuals who attended the 2023 Women's Summit, state and local elected officials, and leadership within institutions of higher education. Ultimately, 99 of these partners responded to the survey. Respondents represent a range of organizations in the ecosystem, including non-profits, small businesses, higher education, state and local government, funders, and healthcare organizations.

This report also contains data gathered from the Commission's website, non-profit organizations, and funders on the programs and services for women in New Mexico. In addition, the report includes data collected from public-facing websites and reports run by Commissions on the Status of Women in other areas of the country.

Strategic Planning Session
In January of 2024, all 12 current Commissioners met for a day-long strategic planning session facilitated by Single Space Strategies. This session focused on:

- refining the mission and vision of the organization
- determining organizational priorities, based on the needs of New Mexico women, that fit within the Commission's statutory authority.
- gaining a deeper understanding of the expertise of the currently appointed Commissioners, and identifying who might serve in the future.
- creating a list of partnerships to cultivate in the next three years

Input and Revisions to the Strategic Planning Document
A draft of this plan was shared with Commissioners prior to their regular March meeting. SSS then presented the draft plan at the March meeting, giving Commissioners and the public an opportunity to comment and suggest revisions. Commissioners held additional meetings to review and revise the plan.

Strategic Context

The Commission is uniquely situated in the New Mexico ecosystem

As the Commission identifies its goals and objectives for the next three years, it recognizes that it is part of a larger ecosystem of individuals and organizations across the state working on issues that impact women. The New Mexico Commission on the Status of Women recognizes and defines our work to include all women across the gender spectrum, including cisgender and transgender women. The Commission also understands that it occupies a unique position within that ecosystem given its ties to the Governor, its geographic reach, the fact that it is designed to be bipartisan, and the influence and networks of individual Commissioners. This plan is crafted to leverage that unique position and to ensure the Commission is not duplicating the efforts of longstanding organizations.

Low Visibility

One of the biggest challenges facing the Commission in the next three years is improving its visibility in New Mexico. Many of the Commission's near-term goals like providing critical information to women and becoming an authority on issues impacting women, require that people in New Mexico know and trust the Commission. Based on anecdotal evidence and findings from the landscape analysis, the Commission could be more visible.

Issues Affecting Women are Vast and Complex

There are many difficult and interconnected issues that impact women and girls in New Mexico's ability to thrive. These issues include economic security, pay equity, access to healthcare, access to childcare, gender-based violence among others. There will be times, given that the capacity of the Commission is not infinite, that the Commission will have to focus on one issue or even a single aspect of an issue at a time. This does not mean that other issues are not important or that the Commission will not devote time and resources to other issues in the future. The Commission is committed to working toward strategic, achievable, measurable goals.

Vision and Mission

During the Strategic Planning session, Commissioners explored revisions to the current mission statement, as well as a brand new vision statement to guide the organization's work into the future.

Vision Statement - a description of what the world would look like if the Commission accomplished all its goals.

The Commission on the Status of Women envisions a New Mexico where all women and girls have equitable opportunities to be healthy, secure, and thrive without the harms of discrimination or bias.

Mission Statement - a description of how the Commission will work to achieve the vision.

The Commission on the Status of Women educates the public, advocates for supportive policies, and collaborates with community partners to create a more equitable future for the women of New Mexico. To ensure that our work is responsive and reflects the intersecting needs and priorities of New Mexican women, the Commission commits to engaging, uplifting, and prioritizing the voices and leadership of women around the state to ensure their equitable access to health, safety, and the ability to thrive.

Strategic Goals and Objectives

Throughout the next three years, the Commission's mission will be supported by the following goals and strategic objectives.

The goals represent the Commission's biggest priorities with the implementing objectives being the critical accomplishments necessary to reach the goal.

Goal 1: Partners are aware of the Commission's vision and mission.

Implementing Objective 1.1
Develop and implement a plan to get input on the draft vision and mission statements.

- This could include allocating time on a Commission meeting agenda for public comment on the vision and mission statements, adding questions about the vision and mission to the annual survey described in Objective 8.3, and/or adding discussions about the vision and mission statements to the listening and learning tour agendas.

Goal 2: Women and girls in New Mexico have access to the information they need to be successful.

Implementing Objective 2.1
Make the Commission's website a more accessible and user-friendly place to find information and access resources.

- ◊ Organize existing resources on the website by topic area.
- ◊ Develop how-to tutorials on accessing resources.
- ◊ Work with partners to determine what information and resources are missing from the website and determine what to add.
- ◊ Identify websites of similar organizations acting as a resource hub that have accessible and user-friendly navigation and apply those best practices to the Commission's website.

Implementing Objective 2.2
Develop trainings and other content for the Commission's website.

- ◊ Identify existing trainings that could be linked to from the Commission's website.
- ◊ Work with partners to generate training videos on topics including but not limited to:

- know your rights pay equity trainings
- how to start a small business
- domestic violence and sexual assault healthy relationship trainings
- extreme risk protection orders (red flag laws)
- affirmative consent trainings
- how to get health insurance and benefits
- reproductive rights guides
- access to the ECECD childcare registration process
- services available for immigrant women

Implementing Objective 2.3
Continue to provide constituent services for individuals who reach out to the Commission for help navigating resources and develop a system to track the provision of this service.

- Regularly review the types of services constituents are being navigated to and determine if the Commission could develop additional trainings or campaigns to address unmet needs.

Goal 3: The work of the Commission is driven by timely and accurate data that accounts for differences across race, socioeconomic status, language, geography, sexual orientation, and gender.

Implementing Objective 3.1
Identify discrete issue areas that the Commission wants to understand more deeply and commission data collection and analysis in that area. These issue areas in the first three years will fall under economic security, healthcare, and safety and security for women, but the Commission will remain flexible if urgent/more timely issues arises.

- ◊ Any product of this data collection and analysis will be shared publicly on the Commission's website and rolled out publicly with partner organizations.

Implementing Objective 3.2
Develop and cultivate working relationships with institutions of higher education that can help support this research.

Implementing Objective 3.3
Use Commission meetings to receive presentations and trainings from experts using recent data and research.

Implementing Objective 3.4
Publish relevant data and commissioned studies on the Commission's website.

- ◊ Implement communications campaigns around new releases of data/analysis products as outlined in Objective 2.1

Implementing Objective 3.5
The Commission will gather and publish online timely and accurate data about the status of women in our state that accounts for differences across race, socioeconomic status, language, geography, sexual orientation, and gender.

Goal 4: The Commission is a trusted voice on the impact of proposed policies on women and girls in New Mexico.

Implementing Objective 4.1
Identify, track and support policy and proposals at the state and local level that will positively or adversely affect women and girls in New Mexico.

- This work will include collaboration with and support of partners already doing work in these policy spaces.

Implementing Objective 4.2
Continue to provide policy education through issue campaigns.

- Implement communications campaigns around new informational campaigns as outlined in Objective 2.1.

Goal 5: The Commission in collaboration with existing organizations and impacted communities works to develop targeted, strategic campaigns to address specific issues.

Implementing Objective 5.1
Based on the analyses produced under Objective 3.1, partner with relevant stakeholders and community members to develop campaigns and work plans to address issues uncovered through the analysis.

Goal 6: The Commission serves as a place where women and girls and people working on issues that impact women all across the state can find accessible and meaningful connection and collaboration.

Implementing Objective 6.1
Host the New Mexico Women's Summit annually

- Ensure diverse voices are at the table.
- Work to ensure the summit is accessible to women and girls from historically disinvested communities including communities of color, lower socioeconomic communities, rural communities, and communities disproportionately impacted by gender-based violence, adverse health outcomes, and others.
- Provide a post-summit survey to attendees to track satisfaction with and perceived usefulness of the event as well as collecting demographic information from attendees to ensure the events are reaching women and girls from historically disinvested communities.
- Use feedback from the annual summit to increase relevance and attendance every year, especially for women and girls from historically disinvested communities.
- Work to compensate individuals asked to participate in planning and speaking at the summit.

Implementing Objective 6.2
Continue to hold events throughout the year in every Commission district.

- ◊ Ensure diverse voices are at the table.
- ◊ Work to ensure these events are accessible to women and girls from historically disinvested communities including communities of color, lower socioeconomic communities, rural communities, and communities disproportionately impacted by gender-based violence, adverse health outcomes, and others.
- ◊ Provide a post-event survey to attendees to track satisfaction with and perceived usefulness of the event as well as collecting demographic information from attendees to ensure the events are reaching women and girls from historically disinvested communities.
- ◊ Use feedback from events to increase relevance and attendance, especially for women and girls from historically disinvested communities.
- ◊ Work to compensate individuals asked to participate in planning and speaking at these events.

Implementing Objective 6.3
Plan and organize a Women's Day of Action during legislative sessions.

- ◊ Partner with service organizations and other organizations working on issues that affect women and girls and raise awareness about bills that would positively impact women and girls in New Mexico.
- ◊ Help organize partner organizations to table in the roundhouse on the Women's Day of Action.

Goal 7: More people in New Mexico are aware of the Commission and the work it is doing.

Implementing Objective 7.1
Conduct ongoing communication campaigns about the work the Commission is doing.

- ◊ Continue to increase the Commission's audience on email distribution lists and social media platforms.
- ◊ Develop a regular schedule of email newsletters and social media posts.
- ◊ Develop a communications plan to roll out the Commission's Landscape Analysis and Strategic Plan which will include posting these documents on the Commission's website with a place for people to comment on both the Landscape Analysis and the Strategic Plan.
- ◊ Develop and implement paid social media campaigns around events and publications including regular Commission meetings, Listening and Learning Tours, the annual Women's Summit, and the publication of any new informational campaigns, trainings, or landscape analyses.

Goal 8: The Commission regularly tracks and reports on progress towards these goals.

Implementing Objective 8.1
Quarterly review of the status of goals and outcomes.

- ◊ Use evaluation metrics to track progress toward goals
- ◊ Update the plan with any changes to strategy or implementation required to maintain or improve progress.

Implementing Objective 8.2
Annual report on progress toward goals.

- ◊ Use metrics of progress toward goals to make the case for regular budget increases.

Implementing Objective 8.3
Conduct an annual survey to collect data on progress toward goals.

- ◊ The survey will include questions about the Commission's visibility, reputation, communications, work, and website.
- ◊ The survey will be tweaked from year to year, but will retain a core set of questions to track progress over time.