Rebuild and set the goals of Women in Buses

Women in Buses Leadership Council Updates

- 2 Year Terms
- New Leadership council coming in 2021, Marketplace
- Set requirements and expectations

Review and implement similarities from other Women’s organizations including:

- Women in Trucking
- Women in Maritime
- Women in Aviation

Continued sponsorship from MCI Coaches

What has Women in Buses been doing?

- Increased membership- Growth over 300 members
- Become a positive resource for industry members, representing as a branch of ABA
- Create industry group of support during industry crisis
- Rewrite goals and steps to become a stronger organization and representation of ABA

Increased leadership council meetings to bi-monthly

Established Women in Buses Book Club

- 3rd and 4th books launching late September

Social Media Presence and Growth

- Self-Management by WIB Council
- Facebook – 57% growth in following
- Instagram – Established April 22, 2020, 121 Followers
- LinkedIn – Existing, represents the largest growth opportunity for Women in Buses

Quarterly Webinar Series focused on each WIB Council – 4 days of Webinars hosted by WIB

- Summer Series - August
- Winter Series – November

Women In Buses Weekly Round Table Discussions

- Weekly participation of 60-70 members
- Continued events through end of 2020

Government Relations Support - Partnership with BusRIDE Magazine

- WIB E-Book Targeting Congressional Delegation

Public Relations for Women in Buses

- Monthly presence on XM Radio with Peter Pantuso
- Women in Buses logo on MCI Coach – Rolling for Awareness
- Bus and Motorcoach News
- Regional Associations sharing with members
- BusRIDE
- School Bus Transportation News
- Groups Today – Tenacity in Travel Recognition
What's Next for Women in Buses

2021
Updated leadership council at Marketplace 2021

Hold first annual Women in Buses day at Marketplace
➤ Including group gathering
➤ Breakout sessions by council topic
➤ Encourage participation on Bus World show floor
➤ Networking event to close day

Increased presence at ABA Marketplace floor

Celebrate 10 years Anniversary of Women in Buses
➤ Annual Women in Buses Award presentation
➤ Highlight past award winners
➤ Highlight past chairs

Work to rebuild the foundation of WIB

Strategic planning event with new leadership council

Establish and finalized Driver Recruitment planning into next stages of Women in Buses

Explore and establish membership levels with nominal fee

Explore and establish additional sponsorships to become self-sustaining council

Refine governance

Public relations, marketing and media growth

Funded research of females impact and presence in the industry

2022 and Beyond
Increased growth at Women in Buses Day – Marketplace
➤ Incorporate drivers and other participants
➤ Encourage involvement of local community including through education and volunteering

Establish and award WIB Scholarship Program

Driver Recognition
Implement WIB monthly driver highlight
One finalize as WIB Driver of the Year

Focus on continue growth and encouragement of driver engagement into Women in Buses

Monthly or bi-weekly WIB newsletter outreach

Continued growth and participation in sister motorcoach industry events

Cultivate and develop goals of 2020/2021 leadership councils

Incorporate Driver Recruitment plan

Focus on Women in Buses Growth through:
➤ Sponsorship
➤ Membership
➤ ABA member participation

Next Steps
➤ ABA Board of Directors Feedback by mid October
➤ Final proposal submitted to ABA Board of Directors January 2021
➤ Implement 2021 program in January 2021