

MN WT STRATEGIC PLAN 2020-2030

Goals		Responsibility	Start Date	Due Date	Progress/Results
1. Attain 10% (1050) Growth for the MNWT by the year 2030	a. Attain an average of 15-20 members/ chapter	Membership Team	6/2020	5/2030	
	b. Develop membership training targeted at chapters having less than 15 members.	MMC	3/2021	3/2022	
	c. Present to chapters ways to activate members, enhancing resources we already have in place, changing, removing and adding to where needed.	MMC	9/2021	5/2022	
	d. Streamline membership recognition statewide and create an emphasis on recognition at the chapter level.	Task Force	11/2020	11/2022	
	e. Emphasize Activation Training starting at LOTS.	MMC/CMVP	7/2021	4/2022	
2. Number 60 chapters by the year 2030	a. Average two new chapters per year.	Membership Team	6/2021	5/2030	
	b. Train chapters/individuals/teams to use the extension tools.	MMC	9/2021	6/2023	
	c. Develop a community focus list to determine a good fit for a WT chapter.	MMC	10/2020	12/2021	
	d. Update the Extensions Manual and other Extensions resources.	Manual Review/MMC	7/2020	5/2021	
3. Update and/or develop In-Chapter Member Training (local members not attending district/state training opportunities)	a. Create updated guidelines for Orientation of new members within their first year of membership.	MMC	7/2021	7/2022	
	b. Create online training opportunities for members to use locally	Online Trainings/FDC	7/2020	5/2030	
	c. Create interactive online training opportunities.	Online Trainings/FDC	7/2022	5/2030	
4. Update and/or develop Assembled Member Training (members attending statewide training opportunities e.g. LOTS, Conventions, Retreats)	a. Create a Task Force to evaluate the purpose and focus of orientations	MMC	7/2020	6/2021	
	b. Create additional opportunities for training at Assembled meetings.	Orientation Task Force	3/2021	3/2022	
	c. Develop circuit trainers bringing trainings to the membership	Orientation Task Force	9/2021	9/2022	
	d. Develop an Orientation Retreat	Orientation Task Force	7/2023	7/2024	
	e. Create a yearly training theme schedule	Orientation Task Force	7/2021	7/2022	
5. Develop a Statewide MNWT Branding.	a. Create and approve a Women of Today Brand	MKTC/FDC	10/2020	5/2021	
	b. Create and Implement a plan for chapters to use this new Brand	MKTC/FDC	7/2021	7/2022	
	c. Examine our current MNWT logo and create a timeline to update the logo	MKTC/FDC	10/2020	5/2021	
6. Streamline MNWT Marketing for consistent Statewide use	a. Create a list of Marketing strategies for Chapters	MKTC	10/2020	10/2021	
	b. Develop a new chapter-friendly Marketing Strategy each year	MKTC	7/2020	7/2030	
	c. Train chapters/members to use Marketing effectively	MKTC/MMC/FDC	7/2020	7/2030	
	d. Create and/or update a PR Kit for member use	MKTC	3/2021	3/2022	
	e. Develop a MNWT App	MKTC/FDC	7/2020	7/2030	
	f. Implement Publication Standardization for the MNWT	MKTC	7/2020	7/2030	
7. Record 100% of chapters participating in MNWT programming	a. Develop training materials about programming and how to use in chapters/districts.	Programming Task Force/FDC	7/2020	7/2030	
	b. Create an outline about each area for members to better understand programming	Programming Task Force/FDC	7/2020	7/2023	
	c. Create regular online training opportunities for programming	Online Trainings/FDC	7/2020	7/2030	
	d. Train members to use current communication tools (Trimester reports)	FDC/MMC	7/2020	7/2030	
8. Evaluate and streamline our current schedule of Meetings (Statewide, Area, District, Trainings, etc.)	a. Form a Task Force to evaluate meetings and make recommendations to reduce the total number of meetings	Task Force/FDC	7/2020	7/2022	
	b. Examine the purpose for each meeting/training/convention	Task Force/FDC	7/2020	3/2021	
	c. Create a calendar with recommendations from the Task Force	Task Force/FDC	10/2020	3/2021	
	d. Implement Recommendations as made by the Task Force	Task Force/FDC	3/2021	3/2030	

SPC - Strategic Planning Committee MMC-Membership Management Committee MKTC-Marketing Committee FDC-Future Directions Committee Membership Team-MVP, Extensions, CMVP, MMC

Developed by the Strategic Plan Committee March 2020; approved by Future Directions March 2020