

MN WT STRATEGIC PLAN 20

Goals	
1. Attain 10% (1050) Growth for the MNWT by the year 2030	<ul style="list-style-type: none"> a. Attain an average of 15-20 members/ chapter b. Develop membership training targeted at chapters having less than 15 members. c. Present to chapters ways to activate members, enhancing resources we already have in place, changing, removing and adding to where needed. d. Streamline membership recognition statewide and create an emphasis on recognition at the chapter level. e. Emphasize Activation Training starting at LOTS.
2. Number 60 chapters by the year 2030	<ul style="list-style-type: none"> a. Average two new chapters per year. b. Train chapters/individuals/teams to use the extension tools. c. Develop a community focus list to determine a good fit for a WT chapter. d. Update the Extensions Manual and other Extensions resources.
3. Update and/or develop In-Chapter Member Training (local members not attending district/state training opportunities)	<ul style="list-style-type: none"> a. Create updated guidelines for Orientation of new members within their first year of membership. b. Create online training opportunities for members to use locally c. Create interactive online training opportunities.
4. Update and/or develop Assembled Member Training (members attending statewide training opportunities e.g. LOTS, Conventions, Retreats)	<ul style="list-style-type: none"> a. Create a Task Force to evaluate the purpose and focus of orientations b. Create additional opportunities for training at Assembled meetings. c. Develop circuit trainers bringing trainings to the membership d. Develop an Orientation Retreat e. Create a yearly training theme schedule
5. Develop a Statewide MNWT Branding.	<ul style="list-style-type: none"> a. Create and approve a Women of Today Brand b. Create and Implement a plan for chapters to use this new Brand c. Examine our current MNWT logo and create a timeline to update the logo
6. Streamline MNWT Marketing for consistant Statewide use	<ul style="list-style-type: none"> a. Create a list of Marketing strategies for Chapters b. Develop a new chapter-friendly Marketing Strategy each year c. Train chapters/members to use Marketing effectively d. Create and/or update a PR Kit for member use e. Develop a MNWT App f. Implement Publication Standardization for the MNWT
7. Record 100% of chapters participating in MNWT programming	<ul style="list-style-type: none"> a. Develop training materials about programming and how to use in chapters/districts. b. Create an outline about each area for members to better understand programming c. Create regular online training opportunities for programming d. Train members to use current comunication tools (Trimester reports)
8. Evaluate and streamline our current schedule of Meetings (Statewide, Area, District, Trainings, etc.)	<ul style="list-style-type: none"> a. Form a Task Force to evaluate meetings and make recommendations to reduce the total number of meetings b. Examine the purpose for each meeting/training/convention c. Create a calendar with recommendations from the Task Force d. Implement Recommendations as made by the Task Force

20-2030

Responsibility	Start Date	Due Date	Progress/Results
Membership Team	6/2020	5/2030	
MMC	6/2022	7/2024	
MMC	9/2021	5/2022	complete
Task Force	11/2020	3/2026	
MMC/CMVP	7/2021	4/2022	complete
Membership Team	6/2021	5/2030	
MMC	9/2021	6/2023	complete
MMC	10/2020	12/2021	complete
Manual Review/MMC	7/2020	11/2022	complete
MMC	7/2021	7/2024	
Online Trainings/FDC	7/2020	5/2030	
Online Trainings/FDC	7/2022	5/2030	
MMC	7/2020	7/2024	
Orientation Task Force	3/2021	7/2024	
Orientation Task Force	9/2021	7/2024	
Orientation Task Force	7/2023	7/2024	
Orientation Task Force	7/2021	7/2024	
MKTC/FDC	10/2020	11/2023	
MKTC/FDC	7/2021	3/2024	
MKTC/FDC	10/2020	7/2024	
MKTC	10/2020	10/2021	complete
MKTC	7/2020	7/2030	
MKTC/MMC/FDC	7/2020	7/2030	
MKTC	3/2021	3/2022	complete
MKTC/FDC	7/2020	7/2030	
MKTC	7/2020	7/2030	
Programming Task Force/FDC	7/2020	7/2030	
Programming Task Force/FDC	7/2020	7/2024	
Online Trainings/FDC	7/2020	7/2030	
FDC/MMC	7/2020	7/2030	
Task Force/FDC	7/2020	7/2022	complete
Task Force/FDC	7/2020	3/2021	complete
Task Force/FDC	10/2020	3/2021	complete
Task Force/FDC	3/2021	3/2030	

Future Directions Committee Membership Team-MVP, Extensions, CMVP, MMC