

2017 Fall CIP Statewide Committees

Welcome to the new combined CIP for the Future Directions, Membership Management & Marketing Statewide Committees.

Take a look at the information going on in committees and how you and your chapter can get involved. Plan to visit our next meeting coming up December 9th.

Statewide Committee Meetings

Saturday, December 9th
Star Bank, Eden Prairie
10am Registration & Refreshments
10:30am Marketing
12 Noon Membership Management
1:30pm Future Directions

Your chapter can earn **Success points** each trimester for attending a State Committee meeting.

Important Dates

- Sept 24-30 Women of Today Week
- Oct 25th Webinar Training
Going Paperless in Your Chapter
Q&A: Programming Report
Mid-Year Evaluations
- Nov 1st Outstanding Awards Nominations Due
- Nov 10th Out & About Night
- Nov 15th Early Bird Renewals Due
- Dec 9th State Committee Mtgs
- Dec 15th All Renewals Due



Future Directions Committee

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The Future Directions Committee is here to help the Minnesota Women of Today to evolve to meet the needs of our membership, now and in the future. We have a number of sub-committees and task forces that are engaged in the work of charting our path forward. We had a great meeting in July and updates from the sub-committees are detailed on the next page. I wanted to take a chance to provide a detailed update on the Strategic Plan and the work that is happening to advance our organization. If you would like more information on the Strategic Plan or how to get engaged, contact Jen Kinzer or Laura Gaylord or email fdc@mnwt.org and I will get you connected.

MNWT Strategic Plan 2013 – 2020

Goal 1 – Examine and Define a Healthy Chapter Structure

The Chapter Structure sub-committee is working to provide information to chapters about what is a “healthy” chapter and how to get healthier. Training is also targeted for leaders on working with chapters who need help. Tools and training are planned to be complete in 2018.

Goal 2 – Grow Membership to 2020 by 2020

This is a focus across all areas of the organization. The work here includes training, tools, support mechanisms, and incentives. This is an ongoing initiative.

Goal 3 – Grow chapter base by 15 by 2020

The work in this area is focused on tools and support for extensions, including training for individuals and chapters to extend and grow another chapter. Tools and training are planned to be complete in 2018, though help is available now if you have an extension idea. Contact Extensions Director at extensions@mnwt.org.

Goal 4 – Record 100% of Chapters Participating in MNWT Programming

In addition to promoting and sharing more programming ideas, this area is focusing on reviewing the programming areas and how to engage chapters. A programming task force is planned under Future Directions with the work to be completed in 2018.

Goal 5 – Make MNWT a Household Name

The Marketing Committee is working hard to standardize the brand and how MNWT presents itself publicly. They are also identifying and developing resources to help chapters in this area. While this is an ongoing initiative, the current work is planned through 2018.

Goal 6 – Create/Update Training Materials

This ongoing effort is to support the needs of the membership long with our mission of developing leaders.

FD Sub-Committee Updates

Awards (Chair: Julie Hammel, fdc-awards@mnwt.org) Ongoing committee which oversee the Outstanding Young Adult, Outstanding Person with Developmental Challenges, and Women Who Impact Awards.

These awards are a great way to recognize members of your community who are making a difference every day. Please work with your chapter to identify and nominate candidates for any or all of these awards. Check out the Youth of Today, Women's Wellness, and Community Connections CIPs for details on the nomination process & deadlines.

Chapter Structure (Chair: Anna Nichols, fdc-chapterstructure@mnwt.org) Ongoing committee to help every chapter become a healthy chapter.

What is a healthy chapter? Is my chapter healthy?

This committee will focus its efforts this year on providing information and feedback on "healthy chapters" to chapters. This includes what it means to be healthy, knowing the health of your chapter, and how to improve your chapter health. Look for more information to come from Chapter Structure.

Go Green (Chair: Christine Sibilleau, fdc-gogreen@mnwt.org) Ongoing committee to promote environmental sustainability principles within the Minnesota Women of Today as well as to the membership. Currently meeting regularly and open to new members.

Go-green has a few projects in the works, such as reducing paper usage in our organization at the State level and educating others how to do the same in their chapters. This coming year, they will continue to explore ways to do this as well as be more efficient, promote recycling in MNWT, your chapters and in your communities/home. This is in line with our organization's Environmental Sustainability Statement. If you are interested in what this committee is doing and would like to join their monthly GoTo meeting, please email fdc-gogreen@mnwt.org - and we'll send you the meeting information to either phone in or join online!

Manual Review (Chair: Amy Pumper, fdc-manualreview@mnwt.org) Ongoing committee to oversee the development and review of all manuals produced by the Minnesota Women of Today.

There are a number of manuals that need review and editing this year. The sub-committee can use help from members who have served in these positions to review SPM manuals. We also need members to review PEP course materials to determine if they are relevant or need any updating.

Online Training (Chair: OPEN, fdc-online@mnwt.org) Ongoing committee to create and promote online training materials related to Minnesota Women of Today operations and activities to the membership. Also responsible for scheduling the monthly webinar trainings available to the membership.

Webinars are scheduled the 4th Wednesday in the month after a convention (Oct 25th, Feb 28th, June 27th). If you have a particular topic you would like to see more information on, please contact fdc@mnwt.org and we will work to make it happen.

Restructuring (Chair: Nicky Anderson, fdc-restructuring@mnwt.org) Ongoing committee to determine how our organization can improve in the various levels, utilizing leadership positions throughout Women of Today as effectively as possible.

The Restructuring Committee is continuing on feedback from the membership to simplify the organization. The focus this year will be on the District level and how it supports the chapters. If you would like to get engaged, please contact Nicky.

During 1st Trimester, action was taken at Executive Council to provide District Directors a greater opportunity to be more active. This has been received well and increased interactions between DDs and State Staff.

Strategic Plan (Chair: Laura Gaylord & Jen Kinzer, fdc-strategicplan@mnwt.org) Ongoing committee to develop a long-range vision for the Minnesota Women of Today.

Forever Friendships



Membership Management Committee

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We are creating Forever Friendships in Membership this 2017-2018 year!

Thank you to those who joined us in Monticello for the Committee Meeting! There was a lot of good discussion and information.

Our next Out and About night will be on Thursday November 10th. Let's Blitz our FB pages with our events and happenings that day/evening. Pictures, Postings, Videos, Etc.... Show us what you are doing with Women of Today. Remember #MNWT! Send me a picture or let me know what your chapter did and you will go into a drawing for a Fun Pack at each convention. mmc@mnwt.org

I believe each one of us can have **Forever Friendships in Membership** as we continue to grow the Women of Today Organization.

So what exactly is MMC??

MMC stands for Membership Management Committee. This committee was established in January 1994. The MMC mission is to support and assist the president and staff with their membership goals and objectives that will obtain membership growth. At state conventions, the Membership Management Committee runs the First Timers program. This program assists and educates members who are attending convention for the first time, including tools like the first timer booklet. The State Committees meet once each trimester and are always looking for your input. This year take a challenge and come join us for our meetings!!

I would love to see a great turnout at these meetings. There are a few ways to attend...attend the meeting, Skype, Google Hang, Phone Conference. Just ask us and we will try and accommodate you.

HELP WANTED!!!!

The subcommittees under MMC are Leadership and 2020 x 2020 and currently we have a Higher Education Taskforce. We are in need of a chair for the Leadership Committee. All are in need of members on their committees.

Are you wondering what you can do to help in a different sort of way? Join a subcommittee and learn a little more on your Women of Today journey.... If interested contact mmc@mnwt.org or the following sub-committee chairs:

2020 x 2020 – Wendy Homyak
whomyak64@yahoo.com

Leadership – Open

Higher Education Taskforce – Jessica Schultz
desire2achieve@gmail.com



Marketing Committee

Shellie Matthes
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Thank you to the Marketing subcommittee chairs for volunteering to serve: Branding - Judy Herrala; Promotional - Terri Dahlberg; Web Development - Daina Mirsch-Wenner and Bonnie Olmanson; and Statewide Buckets of Sunshine - Jane Holmberg and Mary Hansen.

Please check out the Marketing minutes for the first trimester state committee meeting held in Monticello, MN on July 15th. They are posted on the committee pages on the Minnesota Women of Today website.

Are you interested in recruiting new member names for your chapter or for a new extension?

Chapters or districts that participate in an expo, with this intent, can apply for a grant from the MNWT Foundation. The grant is a matching reimbursement up to \$250 to fund a project/event to gain new members for your chapter or extension. Check out the MNWT Foundation webpage to locate a copy of the Matching Marketing Grant Application.

Please see the special CIP for more information on this year's Bucket of Sunshine. . .

Wigs for Women

Providing a wig for an individual who has experienced hair loss to help restore dignity and confidence for those who need it most.

START WITH WHY

We announced a new project called 'Why' at convention. We need to start at the beginning and so we are starting with Why. . .

**Why did you become a member?*

**Why are you still a member?*

**Every year you make the decision to stay - Why do you stay?*

**Why do you think other women would benefit by becoming involve with Women of Today?*

Each of us has only one **WHY**. It's not a statement about who we aspire to be; it expresses who we are when we are at our best. So we are gathering our "Why's" and sharing them at conventions and will continue to share on our Facebook page. Our goal is to understand our purpose, cause or belief and if need be change course or realign with a new perspective. If you were not at Fall State convention and would like to participate, please send the Marketing Committee your "Why" at marketing@mnwt.org.