



Minnesota Women of Today
2021-2022 Plan of Action
State President,
Something Wonderful

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Goals and Implementation

- 1) **Goal 1: Work with the Membership Team to achieve a year end base of 840 members.**
 - a) Support the Membership Vice President in promoting the recruitment of 150 New Member Adds and achieving 80% retention.
 - b) Work with the Extensions Director in chartering two (2) chapters.
 - c) Support the Chapter Management Vice President in efforts to connect with all members of our TLC chapters with monthly communications and chapter visits as needed.
 - d) Promote the Membership Team challenges and activities with monthly communications to the chapters.
- 2) **Goal 2: Support the Programming Vice President to achieve a 15% increase in programming activities by year end.**
 - a) Support the programming team in increasing chapter reporting to a minimum of 35 chapters.
 - b) End the 2021 – 2022 year with over \$250,000 in reported in-kind and monetary donations and at least 10,000 service hours.
 - c) Support the programming team to increase chapter's participation in MNWT activities to a minimum of 40 chapters.
 - d) Promote the programming team challenges and activities with monthly communications to the chapters.
- 3) **Goal 3: Support Staff in meeting their Women of Today goals through monthly communication.**
 - a) Check in with each staff member at least monthly, and more often if needed.
 - b) Answer all correspondence in a timely manner.
 - c) Support Parliamentarian to hold successful bylaw review through training at staff retreat, promotion of bylaw review and attending event.
 - d) Assist the Financial Vice President with promoting state Ways and Means fundraisers to chapters and districts to achieve an overall goal of \$8,000.
 - e) Support Secretary with training at staff retreat and assist as needed in the completion of the State Plan of Action by August 1, 2021.
 - f) Work with Marketing Vice President to implement new position and develop a relationship between the Marketing Committee and staff.
- 4) **Goal 4: Create and implement focus areas and specialized trainings each trimester that will promote leadership and healthy chapters.**
 - a) First trimester focus on growing in leadership roles, including information on leadership basics, how to encourage participation, and personality diversity.
 - b) Second trimester focus on positive communication skills, including information on giving and receiving feedback appropriately, knowing what form of communication to use, and listening with respect.
 - c) Third trimester focus on the negative effects of the word can't, including handling difficult members, taking responsibility for your own words, and issues that occur with negative energy.
 - d) Share information on healthy chapters at the summer staff retreat so staff presents consistency in their communications.
 - e) Provide training on eliminating redundancy and the power of positive reporting with Executive Council at MNJOTS.
 - f) Have a team building exercise with Executive Council at Mid-year.
 - g) Host the President Round Table at every convention and an online Q&A once a trimester for chapter presidents.
 - h) Support the Chapter Management Vice President in providing interesting innovative trainings for the President State Delegate Retreat and LOTS.
 - i) Train District Directors on proper report writing and presentation techniques with the assistance of the Administrative Vice President.
- 5) **Goal 5: Support the national staff through attendance at meetings and promotion of national areas each trimester.**
 - a) Encourage Executive Council members with National counterparts to reach out and participate in challenges.
 - b) Support the reporting of trimester results to National Membership Vice President and Programming Vice President.
 - c) Work with Living and Learning State Program Manager to promote the USWT Wellness and Personal Development Certification.
 - d) Work with Women's Wellness State Program Manager to promote the USWT Domestic Violence area.
 - e) Work with the Programming Vice President to promote the USWT Outstanding Achievements in Programming Award.
 - f) Review and share current issues of Today's Leader with Executive Council to distribute as necessary to chapters.