



**Minnesota Women of Today
2024-2025 Plan of Action
Programming Vice President
Shaking It Up**

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Goals and Implementation

- 1) Goal 1: Promote all five programming areas each trimester through social media**
 - a) Use Facebook to share information about each programming area monthly
 - b) Feature each State Program Manager (SPM) in the Newsletter during the trimester of their emphasis month
 - c) Assist SPMs in promoting their area with monthly scheduled Facebook posts of activities/events/challenges

- 2) Goal 2: Increase chapter participation and reporting by 10% from the previous year (2023-2024)**
 - a) Send introductory welcome letter to all chapter Programming Vice Presidents (PVPs)
 - b) Send trimester email to all chapter PVPs with information about upcoming events
 - c) Assist PVPs to report dollar amounts and hours for each chapter activity for trimester reporting
 - d) Offer incentives for chapters who complete a trimester programming report
 - i) Send a programming report reminder with incentive information each trimester
 - ii) Encourage SPMs to contact chapters who post on Facebook, but do not report, to send in dollar amounts and hours for projects
 - e) Prepare an interactive and informative programming activity during the Fall State Project Fair

- 3) Goal 3: Work with the five SPMs to achieve their goals**
 - a) Assist SPMs to track funds raised and service hours completed in each trimester and complete any applicable USWT reporting
 - b) Offer incentives to SPMs for completing the following:
 - i) 1st trimester: Fast Starts
 - ii) 2nd trimester: Newsletter article
 - iii) 3rd trimester: Obtaining chapter reports
 - c) Communicate monthly with SPMs via email and/or zoom meetings
 - d) Train SPMs on positive reporting, effective communication, and goal attainment at MNJOTS, Fall and Winter State
 - e) Support SPMs bidding at Winter State, including information necessary for each area, paying special attention to potential first time SPMs