

MN WT STRATEGIC PLAN 2013-2020

Goals	Action	Responsibility	Start Date	Due Date	Progress/Results
1. Examine and define a healthy chapter structure	Create a healthy chapter description and develop a way to present to chapters	FD	Fall 2014	Summer 2017	Katie and Nicky will bring something back to the March Meeting. Need to assign a point person to this task.
	Examine the Position Statement	FD/MKT	Fall 2012	Winter 2013	Completed Summer 2016
	Develop training for our leaders about healthy chapter structure.	FD	Fall 2014	Spring 2018	
2. Grow membership to 2020 by 2020	Complete Membership Manual	Manual Review	Spring 2013	Spring 2017	Still in Progress
	Develop new Membership Training	MMC/2020 by 2020 committee	Winter 2014	Winter 2017	Similar to MLR (Members Learning to Recruit)
	Focus on the uniqueness of MNWT membership making leadership training our 'niche'	Marketing/PR	Winter 2014	Winter 2018	
	Collect member testimonials and use as part of membership training	MMC	Winter 2016	Winter 2017	
	Create visuals to allow general membership to be informed of our progress	MMC	Fall 2013	Spring 2018	
	Examine existing member data reports to predict future trends	MVP/MMC	Fall 2012	Spring 2017	Change to ongoing
	Examine our membership incentive programs and look for additional ways to encourage membership growth	FD/MMC	Fall 2014	Spring 2017	Change to ongoing
3. Grow chapter base by 15 by the year 2020.	Develop an Extension Kit for a traveling extension team	MMC/Extensions Director	Fall 2015	Spring 2018	Similar to Miles to New Beginnings. Laura Gaylord and Cindy Sanders will be a part of the committee
	Examine funds for extensions	MMC/Foundation	Winter 2014	Spring 2017	
	Train chapters/individuals/teams to use the extension tools.	MMC	Winter 2016	Winter 2018	
4. Record 100% of chapters participating in MNWT programming	Develop training materials about programming and how to use it in chapters/districts.	FD	Fall 2013	Winter 2017	
	Revamp the evaluation of programming to realize how programming can better interest and assist chapters.	FD	Winter 2013	Summer 2017	
	Further develop an online format for sharing programming/project ideas	FD	Spring 2014	Fall 2015	Completed
	Consider a "what's in it for me?" approach to programming and develop a plan to communicate with the membership	FD	Fall 2014	Spring 2018	
5. Make MNWT a household name.	Evaluate the creation of a new tagline (Consider using Service, Growth and Fellowship)	MKTC	Fall 2012	Winter 2013	completed
	Evaluate our Mission Statement (what we are)	MKTC/Branding	Fall 2012	Winter 2013	completed
	Complete work on MNWT Brand	Subcommittee	Fall 2012	Winter 2018	
	Pursue 3 new additional opportunities for MNWT PR	MKTC/PR SPM	Winter 2013	Summer 2018	
	Create a plan for the Business Sponsorships of certain Women of Today events	MKTC	Spring 2017	Spring 2018	Daina and Bonnie did some work on this. Check in with them about conclusions/progress, etc.
	Implement the use of a common signature line for Executive Council and committee communication and PR documents	MKTC	Fall 2013	Winter 2013	completed
6. Create more online training videos, power points, info-mercials	Examine potential areas to create online trainings	FD	Winter 2013	Summer 2017	
	Develop a timeline	FD	Winter 2013	Summer 2017	
	Create online trainings	FD	Winter 2013	ongoing	

SPC - Strategic Planning Committee MMC-Membership Management Committee MKTC-Marketing Committee FDC-Future Directions Committee

Developed by the Strategic Plan Committee July 2013; approved by Future Directions August 2013; updated December 2016