



Minnesota Women of Today
2020-2021 Plan of Action
Membership Management
Committee Chair,
Spread Your Wings

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Goals and Implementation

1) Goal 1: Update New Member Orientation/Mini Orientation materials

- a) Work with Membership team to update New Member Orientation/Mini Orientation forms and trainings.
- b) Reach out to chapters, collect information, and provide documents/forms to be used as training pieces.
- c) Host or participate in either a trimester webinar and/or forum at convention.

2) Goal 2: Begin implementation of Membership tasks from the MNWT Strategic Plan

- a) Include MNWT Strategic Plan goals and responsibilities on MCC committee meeting agendas and develop implementation plans for these topics.
 - Attain 10% growth by year 2030
 - Number 60 chapters by year 2030
 - Update/develop training materials for chapters to use for their own members
 - Update/develop training materials to use for statewide events
- b) Work with State Staff on the MNWT Strategic Plan focusing on the areas that have been identified as MMC responsibilities, such as ROAR (recruit, orientate, activate, retain) action items.

3) Goal 3: Increase New Member communications, working with Membership Team and MMC members

- a) Continue onboarding process for new members that include welcome email, welcome packet of additional materials, and follow-up contacts.
- b) Create a document of standard process to be implemented and used on an ongoing basis.
- c) Update and revise documents and forms as needed to be current and relevant for members.

4) Goal 4: Encourage First Timer attendance and member participation at the State and District level.

- a) Provide an interactive First Timer session at each convention and encourage members who have never attended a convention to participate.
- b) Encourage attendance at conventions by members who have not attended since a year or longer and promote opportunities for engagement at state events.
- c) Promote attendance at district meetings and events and encourage districts to recognize First Timers at their meetings.