



Minnesota Women of Today

2020-2021 Plan of Action

Programing Vice President,
The Power of Our Connection

Anna Nichols
5745 Zane Ave N.
Crystal, MN 55429
763-300-2053
pvp@mnwt.org
www.mnwt.org



Goals and Implementation

1) Goal 1: Work with the Marketing Committee to promote all five of the Minnesota Women of Today (MNWT) programming areas each trimester

- a) Write a blog post about each State Program Manager (SPM) and their goals for the year
- b) Support the SPMs in writing Blog posts about any large scale events or collections happening during the year
- c) Work with the SPMs to post scheduled programming related Facebook posts in all areas, each trimester
- d) Attend Marketing Committee meetings and update SPMs as needed
- e) Communicate upcoming SPM collections and events with Marketing so that they can include it their marketing materials

2) Goal 2: Increase chapter participation and reporting by 10% from the 2019/2020 year

- a) Send Welcome letter to all chapter Programming Vice Presidents (PVPs)
- b) Send trimester email to all chapter PVPs with information about upcoming events and due dates
- c) Share SPM events, fast start information, and training on reporting to chapter PVPs using Facebook, MNWT blog, Chapter Information Packets (CIP), Chapter Mailing Highlights (CMH), email, and personal communications
- d) Work with Webinar Chair to schedule a 30-minute programming presentation
- e) Prepare an interactive programming activity to hold during the Fall State Project Fair
- f) Each trimester, communicate with District Directors about upcoming programming events
- g) Offer an incentive to chapters who submit a programming report
 - i) Send a programming report reminder, along with incentive information, each trimester
 - ii) Incentive could be an entry into a drawing for all chapters that submit a report or an individual gift for each chapter
- h) Recognize chapter and district PVPs each trimester for their accomplishments
 - i) 1st Trimester: completing fast start
 - ii) 2nd Trimester: involving communication with Local Programming Managers (LPMs) and/or SPMs
 - iii) 3rd Trimester: involving reporting

3) Goal 3: Support SPMs monthly with comprehensive training and communications

- a) Send SPMs monthly emails with information about upcoming events and due dates
- b) Review monthly SPM reports and respond accordingly
- c) Work with SPMs to track funds raised and service hours
- d) Offer SPM trimester challenges that share a positive impact tool within the programming areas
 - i) 1st trimester: completing fast start
 - ii) 2nd Trimester: writing a blog post
 - iii) 3rd trimester: submitting a Year End Evaluation
- e) Recognize SPMs each trimester for their accomplishments
- f) Support SPM enrichment sessions and forums
- g) Create customized trainings at Fall and Winter State based on SPM needs
- h) Train on ways to positively represent MNWT when communicating with an outside organization
- i) Train on positive reporting
- j) Support SPMs Bidding at Winter State with communications designed for 1st time potential SPMs