



**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