LOCAL
PROGRAM MANAGER
MANUAL

MINNESOTA
WOMEN OF TODAY

Rev. 2019

LOCAL PROGRAM
MANAGER MANUAL

**This manual is to remain the property of the local chapter of the
Minnesota Women of Today. It is to be passed on to the incoming
local program manager at the end of the current term of office.
Additional manuals can be purchased through the State Store.**

Revised 2019

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INTRODUCTION

Welcome to the wonderful world of programming in the Minnesota Women of Today! Because of our diverse programming areas, there is something for every member, whether it is community service, personal growth or the fellowship we all enjoy. **It's all in our programming!**

The Minnesota Women of Today membership is WHAT we are and our programming makes us WHO we are. It gives us definition and it is our programming that makes the Minnesota Women of Today the unique and exciting organization that it is!

The basic structure of our programming consists of three levels, with each part being VITAL to programming success. To help guide our chapters, we have program managers whose job is to promote and give guidance through education, certifications, and fundraising ideas. The district level provides a programming vice president whose job is to support the local program managers and provide information from the state level to the district. There are state program managers and local program managers. The local chapter members are whom we ultimately want to reach. Our goal is to have strong healthy programming at all levels. This will lay the foundation for strong, healthy chapters while giving our membership what THEY want.

WHAT IS A LOCAL PROGRAM MANAGER?

The local program managers are a very important link in programming success for the Minnesota Women of Today. It is their responsibility to guide and oversee the activity in the programming area that they have chosen to manage in their chapter. They will also summarize this activity for their chapter's reporting each trimester. This manual is designed to give you all the information you will need to fulfill your duties as a local program manager. If you do have additional questions, contact your state program manager.

WHAT ARE THE PROGRAMMING AREAS?

The programming areas are as follows:

Living & Learning: This programming area promotes self-improvement and personal growth -- mentally, spiritually, civically and through family. Highlights include: Living and Learning certifications, Personal Enrichment Program (PEP) courses; USWT Certifications and Competitions and invocations and benedictions at meetings.

Community Connections: This programming area encourages chapters to become significantly involved in their local communities, resulting in "community connections". Highlights include: local community projects, an area of the SPM's choosing; and Community Connections Awards

Priority Area (Changes every three years): This programming area changes every three years as chosen by the membership. (Examples include: Wishes & More, Breaking Free and Can Do Canines)

Women's Wellness: This programming area encourages women to become more involved with their health and well-being, promotes health education and healthy lifestyles, educates women about Domestic Violence Awareness; and participates in walks that benefit women's health issues like March of Dimes, Breast Cancer, Diabetes and ending hunger. This area supports the Women Who Impact Award.

Youth of Today: This programming area promotes ideas and activities that allow youth to discover and experience the importance of volunteering, and also promotes foundations related to youth activities. A major emphasis in this area is Kid's Week. And the Outstanding Young Adult Scholarship.

Note: Programming areas are reviewed each year. Input is sought from the entire membership. This is the time to make changes or give suggestions in a certain programming area. In addition, this gives the opportunity to present new ideas for the foundations that we support. At any time, you may refer your comments to the Future Directions chair to keep on file until the next evaluation. Your opinions and comments are always welcome.

DEFINITION OF THE TWO LEVELS OF PROGRAM MANAGERS

State Program Managers (SPM) – bid for their position at the Winter State executive council meeting. Their job is to design a plan of action that will guide the membership with education, projects, or fundraising ideas and promote participation in their specific area. They rely on close communication with the district program managers to monitor activity throughout the state.

Local Program Managers (LPM) – are members who promote one of the programming areas in the local chapter. They receive information from the state and district program managers – present the information to the chapter and coordinate activities and projects in the area. It cannot be stressed enough how important this level of programming structure is. The main goal of programming is to reach the local members and the local program manager is the one who can do this. Along with guidance from the state and district program managers, they are the one who "makes it happen" for the local members.

NOTE: Some districts will also have a **District Program Manager (DPM)** who coordinates a programming area on the district level. The main duties of a DPM are to pass along information from the state program manager, to coordinate district-wide activities, to motivate chapters to participate in their area, and to report chapter and district activity to the SPM.

PROGRAMMING VICE PRESIDENTS

The state organization has a programming vice president (PVP), who supervises the five programming areas and five state program managers.

Many districts and chapters have programming vice presidents, who supervise programming at the district or local level.

For the chapters that have programming vice presidents, remember to include them in your communications. They play an important role in overseeing the programming areas your chapter has chosen to participate in.

DUTIES OF A LOCAL PROGRAM MANAGER

I.   GETTING STARTED
    A. Complete the Local Program Manager Fast Start
        1. You should receive this form in mid-June
        2. A copy of the Fast Start is in this manual on page 10.
        3. This program is designed to help you get started and learn how to be a local program manager
        4. After you complete the Fast Start, send a copy to the local and district program vice president and the appropriate contact person within your chapter by July 15th.
    B. Set Goals for the year.
        1. Be specific – set attainable goals
        2. Challenge yourself when setting goals
        3. Refer to page 17 of this manual for goal setting information
        4. Share these goals with your chapter president/vice president; they may want to publish them in your chapter's Plan of Action
        5. You will share your goals with the local and district program vice president when you complete your Fast Start
    C. Educate yourself about your programming area
        1. Make certain that you have all the information that is available for your area from the Minnesota Women of Today
            a. Contact the previous LPM to get old files and information (your chapter president or program vice president may have these)
            b. Check the Book of Forms for any necessary forms needed for your area (look on the MNWT website or ask your chapter president/program vice president for assistance.)
            c. Check for any manuals available for your area (a current list of manuals is in the Book of Forms and the current PEP Course listing is on the Living and Learning State Program Manager's page on the MNWT website).
            d. Additional manuals can be purchased through the State Store.
        2. Community Connections, Priority Area, Women's Wellness and Youth of Today all deal with health or community concerns. You may be able to find additional information through sources other than the Women of Today.
            a. Check your local library
            b. If your area deals with a Foundation, check to see if they have a website or an office located near you. They may be able to provide materials, ideas or speakers
        3. Living and Learning programming encourages membership involvement and personal growth. You may be able to supplement

Women of Today information by doing some research on your own
   a. Check your local library, especially for areas in personal enrichment (speaking, writing, courses in time management, communication, stress management, etc.)
   b. County extension offices may have materials for your use. They are generally free of charge
   c. Go online
   d. Community education and colleges
4. Attend any orientations/training sessions or forums that are offered by your chapter, district, or the state.
   a. Learn your responsibilities
   b. Find out the goals of the state program managers
   c. Attend the project fair at Fall State Convention
   d. Call or write your district program vice president and introduce yourself (this is part of the Fast Start)
   e. When at state meetings, attend all training sessions offered by your state program manager and introduce yourself
5. Spend some extra time reviewing information about your area
   a. Understand your area and what members need to be educated about
   b. Learn about any certifications and the process to certify
   c. Learn about documenting fundraising and donations (external only)
   d. Review deadlines
   e. Every area has an emphasis month; find out when yours is and go the extra mile in promoting your area during this month
      1) Invite a speaker to the general membership meeting
      2) Prepare a program to present at a general meeting
      3) Submit a special article to your local newspaper or chapter newsletter
      4) Use your creativity

II. EXPECTATIONS
A. Attend chapter general membership meetings
   1. Prepare a written report to submit to the chapter secretary
      a. Include activity within your area
      b. Make your reports precise and upbeat
   2. Have written motions prepared and pre-approved by the chapter president/vice president
   3. If you are unable to attend a meeting, contact the chapter president/vice president to inform them and ask if they can give your report at the meeting

B. Communication - You will be receiving information from the state program managers throughout the year. They depend on you to promote successful programming.
1. What you will receive from State Program Manager (SPM):
    a. Chapter Information Packets (CIP)
        1) Distributed at MNJOTS in June, at Fall State in September and Winter State in January. CIPs are available online also at the MNWT website www.mnwt.org
        2) Packets include information from every state program manager
        3) It is your chapter president/state delegate or programming vice president's responsibility to get this information to you timely. Chapters may opt-out of receiving paper CIPs. Find out what your chapter's procedure is.
        4) Much of this information may be of a timely nature, so don't delay. Look for new CIPs following each state convention.
    b. Look for state program manager articles in the state NEWSLET, published four times each year. It is available online and is sent to every member's home address.
    c. Chapter Mailing; published nine times per year by the state secretary and sent to each chapter via email. You may also check the website as copies are also posted on the website.

Programming Emphasis Months
August - Youth of Today
September – Community Connections
November – Women's Wellness
January – Living and Learning

(Note: Priority Programming Area emphasis months vary depending on the programming area. Please see yearly calendar for the most accurate information regarding Priority Programming Area emphasis month.)

2. Communication you will give:
   a. Write a letter of introduction to your district program vice president (this is part of your Fast Start).
   b. Send copies of your Fast Start to your state program manager, district program vice president and appropriate contact person in your chapter.
   c. Work with your chapter programming team to complete the local programming trimester report on time. This report is consolidated across all programming areas though you are responsible for providing the information for your specific programming area. The form can be completed online through the Book of Forms or mailed into the State PVP. Work with your chapter programming vice president(s) to understand your chapter's reporting process.
   d. You may be responsible to communicate with chair people under your area. This might also be the responsibility of your programming vice president. Communicate with the programming VP to determine responsibilities.
      1) Do this prior to each of your chapter's board/membership meetings so you are prepared with an accurate report to relay to the board.
      2) If they are unable to attend the general meeting, they need to get you their written reports so that you can present it.
      3) Ask if they have questions or if you can help in any way.
      4) Compliment them on something they have done in their area.
      5) Make them feel important and appreciated, which will foster accountability.
   e. Maintain contact with your district program vice president
      1) Communicate often
      2) Contact her for information on your area
      3) Share your successes/struggles and your future plans
      4) They will enjoy hearing from you
   f. Submit articles to your chapter newsletter with information on your area or recognition of chair people in your programming area.
   g. Communicate often with your chapter president and programming vice president to:
      1) Ask questions or share ideas
      2) Keep them informed on your area and related activities

OUTSTANDING PROGRAM MANAGER RECOGNITION

Each trimester at the state convention, the state program managers recognize one Outstanding Program Manager from each programming area. This means only three program managers are recognized each year in each programming area, so it is a great honor to receive this recognition.

Nominations for this award are often made by the chapter president, chapter programming vice president or district programming vice president, to recognize program managers who have done an outstanding job for their specific programming area. The nomination form is available in the Book of Forms and online through the mnwt.org website.

The state program manager chooses the recipient of this recognition, but she relies on nominations to really understand who is deserving of this award.

LOCAL PROGRAM MANAGER FAST START

The Local Program Manager Fast Start was designed to help you get involved and off to a great start in your new position. Complete and send to the appropriate district program manager and programming vice president by July 15th.

1. Attend an Orientation – district, local, LOTS, or one-on-one with the programming vice president or outgoing local program manager.
    Date attended:

2. Write down the goals or plan of action for the year. Send it to the programming vice president or chapter president and the state program manager.
    Date sent:

3. Write to your state program manager, district programming vice president or district director; introduce yourself, share your goals and ideas for the year.
    Date sent:

4. Submit a *preliminary* LPM trimester report activity to the state delegate and state program manager by the Fast Start due date (July 15). Please ensure that trimester reports are completed and sent on time.
    Date *preliminary* LPM trimester report sent:

5. Review the Local Program Manager manual to educate yourself on being an LPM.
    Date reviewed:

OUTLINE FOR REPORTING AT A MEMBERSHIP MEETING

The following are guidelines to help you give reports at chapter membership meetings.

1. Stand while giving your report.

2. All reports should be emailed to secretary prior to meeting or written and a copy given to the secretary after the report is completed. This will also help you to be clear, specific and to the point.

3. Give particulars of project: what, where, when, why, etc.

4. If a budget is needed, make a motion and have it approved.

5. Tell of any plans made thus far (generalize).

6. Ask for any questions.

7. Each subsequent report should include #3 above, plus any decisions made since the last report.

8. A final report should be given after the project has been completed. Items listed should include how many people attended, how much money was made, service hours, impact on community, and recommendations.

9. Don't forget to submit a project nomination for project of the trimester. These can be submitted online or the form is available on mnwt.org.

10. After the final report, a verbal thank you should be given to those who helped on the project. It is a nice touch to send thank you notes to the Women of Today members who worked on the project.

11. Be creative. See guidelines and suggestions in this manual for ideas on creativity.

HOW TO COMPLETE A TRIMESTER REPORT

The trimester programming report is <u>very</u> important. Your SPM depends solely on this report to monitor activity from each chapter and to determine outstanding achievements. This report can be submitted ONLINE at www.mnwt.org. Each chapter can choose who will be responsible for actually preparing the report, however as the LPM, you are responsible for preparing the information that is needed for the report. You should work with your Programming Vice President(s) and/or chapter President to determine your role in the reporting process.

1. The local programming trimester report is due from each chapter at the end of the trimester.
2. Reports **need** to be <u>on time and complete</u> including the following by programming area:
   a. Activities/Projects completed
   b. Amount of money raised or value of in kind donations received
   c. Number of service hours
   d. Amount of money donated out or value of in kind donations made
   e. Description of how the project/donation/activity was promoted
   f. Number of certifications in the Living & Learning Area, USWT certifications and/or PEP Courses.
3. Indicate the name and email of the actual person completing the form. Reviewers of the form may come back to this person with any questions or clarification.
4. Filling in the Programming Section:
   a. Complete all requested information on the report form. If there is no activity in a particular programming area, it can be left blank.
   b. Provide the name of the LPM for each programming area, where applicable
   c. When using the paper form, you can add more lines to the spreadsheet if needed in a particular area.
   d. Fill in each area with as much information as you can. Spell out project names where applicable.
   e. Living and Learning: Indicate number of certifications submitted. PEP courses are number of courses completed with at least three chapter members in attendance. List all courses the chapter held or that members attended.
   a. Community Connections / Priority Area / Women's Wellness / Youth of Today: Service Hours can be listed by project or total for all projects for the Trimester on the paper form. If using the online form, the total hours across all projects in each area should be reported. These hours should include all members and non-members working with the chapter such as guests or family members.
   b. Incoming Donations:

1) Funds Raised – Total raised by projects conducted in this area, regardless of how funds will be used. Example: $2500 for Youth of Today (5K run comprised of $2000 in cash donations and $500 in registration fees)
2) In Kind Donations Received – Total value of non-monetary donations received for projects conducted in this area. Example: $400 for Youth of Today (5K run comprised of $200 in food donations and $200 in samples for race participants goodie bags)

c. Outgoing Donations:
1) Monetary Donations – Total cash donations made to organizations in this programming area. Example: $200 for Women's Wellness (cash donations to March of Dimes)
2) In Kind Donations Given – Total value of non-monetary donations given to organizations in this programming area. Example: $400 for Community Connections (food and toiletries donated to local food shelf)

d. Incoming Donations and Outgoing Donations do not have to balance. Chapters often use general funds for donations and do not have a specific project to tie to for raising the money. Also, timing may be such that the funds are raised/collected in one trimester and not donated until a future trimester. Reporting should be completed when each activity happens. When reporting on the online form, the totals across all projects in an area should be reported.

e. It is a good idea to involve the Chapter Treasurer when completing the donations section.

SAMPLE

Area / Project/Donation	Service Hours	Incoming — Funds Raised	Incoming — In Kind Donations Received	Outgoing — Monetary Donations	Outgoing — In Kind Donations Given	How was this area promoted?
Community Connections (CC)						
Food Drive-all money and food donated to local food shelf.	25	$150	$395		$545	Posters placed around town, newspaper article submitted to local newspaper
LPM Name:						
Highway Clean-up	15					Picture appeared in chapter newsletter
Community Festival-staffed booth	12					Chapter Brochures were placed at the commuity booth.

LOCAL PROGRAMMING TRIMESTER REPORT

Minnesota Women of Today

PLEASE TYPE OR PRINT. Document all programming activity for the trimester and any donations received or made. Keep a copy for your chapter records and mail/email a copy to the State Programming Vice President.

Area	Project/Donation	Service Hours	Incoming			Outgoing		How was this area promoted?
			Funds Raised	In Kind Donations Received	Monetary Donations	In Kind Donations Given		
Community Connections (CC) LPM Name:								
Priority Area LPM Name:								
Women's Wellness (WW) LPM Name:								
Youth of Today (YT) LPM Name:								

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Area	Activities/Programs	How was this area promoted?
Living & Learning (LL) LPM Name:		

Certifications	Type	Number Completed	Type	Number Completed
	Living & Learning (MNWT)		Personal Development (USWT)	
	STEP I (USWT)		Outstanding Achievement in Programming (USWT)	
	STEP II (USWT)			
	STEP III (USWT)		Personal Enrichment Program/PEP course (MNWT)	
	STEP IV (USWT)		Name of Course(s):	
	Health and Wellness (USWT)			

Any concerns, questions or comments:

Completed by:		Email:
Trimester:	Chapter:	

Reminder: You may submit a project for a Project of the Trimester Award or nominate a Local Program Manager for an Outstanding Program Manager Award.

BEING A CREATIVE LOCAL PROGRAM MANAGER

These are suggestions to promote your area as Local Program Manager creating excitement!

1. Chapter Meetings:
   A. Be prepared with your written report.
   B. Try to make your report attention getting. Use a skit, some sort of visual aid or props – something as simple as putting on a hat during your report will catch people's attention.
   C. Arrange for a speaker/program to educate members on your area.

2. Other Ideas:
   A. Submit articles in the chapter newsletter promoting projects, education, etc.
   B. Send a special note for the Good & Welfare section of your chapter or district newsletter or the state NEWSLET, thanking chairpersons from your area for a job well done.
   C. If it applies to your area, set up a chapter competition/challenge to raise excitement and participation in your area.
   D. Refer to the website or ask an SPM or programming vice president for more ideas.

GUIDELINE FOR SETTING GOALS

An important part in becoming a successful local program manager is to set goals. Goals describe what you want to happen and provide direction to the end results.

I. Defining Goals
    A. A goal is a specific end-result you want to achieve by some stated point in time.
    B. Activities are a means to an end; the end is your goal.
    C. It is important to have a clear picture of goals, by writing them down.

II. Goals need to:
    A. Be written and specific. This gives clarity and provides for measurement. Part of being specific means having deadline dates.
    B. Be realistic and attainable which provides motivation.
    C. Set a positive mental attitude. Expect to reach the goal and picture success.

Goals remain only dreams without a plan of action. Goals bring results when step-by-step action is taken. This is where your plan of action will guide you and keep you on track.

It is recommended that when setting your goals, you include in your plan of action short, mid, and long-term goals. It is also very important to review your goals on a monthly basis to check your progress. By evaluating your goals, you may find that you need to revise them as progress is made. Here is an example of setting goals:

Women's Wellness (March of Dimes)		
Goal	Implementation	Desired Completion Date
Raise $5,000 for the March of Dimes Foundation	A. Hold a Jail & Bail	11/30
	B. Hold a craft fair	1/30
	C. Participate in the March for Babies	5/15
Promote education on the March of Dimes each trimester	A. Arrange for a speaker from the foundation	July general meeting
	B. Give a quiz	September general meeting
	C. Periodically put educational articles in the chapter newsletter	Ongoing
Recognize members for their participation in the March of Dimes area	A. Recognize project chairs at general meetings	Ongoing
		Ongoing
	B. Recognize participants in the chapter newsletter	Ongoing
	C. Send personal thank you notes for involvement	