



Minnesota Women of Today  
2024-2025 Plan of Action  
Chapter Management Vice President  
"Success With Sparkle"

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## Goals and Implementation

- 1) **Increase chapters with 15 or more members from 28 chapters to 40 chapters by end of the year.**
  - a) Provide education to chapter boards on:
    - i) Importance of membership growth and ideas for how this can be accomplished
    - ii) Importance of planning activities and keeping members informed within their chapter so all members can engage
    - iii) Importance of external communications (focusing on the use of social media) to inform the community and attract new members
  - b) Visit every chapter starting the year at "under 15 members" by engaging the assistance of other staff members as needed and with the vision of adding spark, excitement and letting them know we care
  - c) Continue with the Buddy System utilizing staff members to call specific chapters during a specific time of the trimester to provide support
- 2) **Increase attendance at President/State Delegate Retreat (17) and LOTS (20) trainings to at least 25 chapters attending each training.**
  - a) Promote what these events are, what to expect and how it will benefit members and their chapters
  - b) Ask Chapter Presidents and State Delegates if there are specific topics they would like to cover at the President/State Delegate Retreat
  - c) Encourage connecting with others around the state to attend together and support each other after the trainings
  - d) Continue with new offerings of training at LOTS for experienced leaders
  - e) Offer chapter-based incentives to encourage attendance
- 3) **Have at least 25 Chapter Presidents complete their Fast Starts by July 15<sup>th</sup>.**
  - a) Hold a zoom meeting with State President and Chapter Presidents in early June focused on:
    - i) Importance of their chapter plan of action, what is important to include and how it can be used throughout the year
    - ii) Value of getting their chapter off to a sparkling start with planned activities, budget and goals
    - iii) Provide support with growth plans if needed
    - iv) Provide examples of completed fast starts and plans of action that can be used as a template
  - b) Provide completion gifts at the President/State Delegate Retreat and acknowledge in my Fall State CIP
- 4) **Work with the membership team promoting goals and challenges.**
  - a) Support the Membership VP as needed
  - b) Support the Extensions Director as needed
  - c) Help with social media posts on the membership Facebook page
- 5) **Continue the work to develop and pilot first year orientation guidelines.**
  - a) Roll out the chapter orientation guidelines completed by the prior CMVP
  - b) Develop and work on the 2<sup>nd</sup> phase orientation for new members on District and State
    - i) Provide a zoom meeting in Tri 2 and 3