



Minnesota Women of Today
2024-2025
Future Directions Chair
FALL STATE CIP

The Cat's Meow



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Hello, chapter members!

Have you considered attending the State Committee meetings? Marketing, Membership Management, and Future Directions meetings are all held on the same day—one trip and you get to learn what is going on in all these areas! The date for the 2nd trimester state committee meetings is Saturday, November 16, 2024 at Star Bank in Eden Prairie. Registration starts at 9:30 am and we are usually done by 3 pm. Meetings are open to ALL members and there is no cost to attend. Breakfast treats and lunch are provided by the committee chairs—a small donation is always nice. *Cat Shuman*

What is the Future Directions Committee?

The Future Directions Committee serves as an advisory and recommending board to the Executive Council on MNWT's structure, administration, and programming. The Committee develops long range planning, considers changes proposed by members and committees, and supervises the implementation of such changes. Future Directions has the authority to make decisions on state matters except for the bylaws and policies.

Anyone can attend meetings, offer suggestions, and be part of the discussion. Voting members of FDC are: State President, COB, Exec Director, AVP, PVP, MKVP, FVP, Parli, MMC Chair, Foundation Chair, Past FDC Chair, FDC subcommittee chairs, 4 appointed general members, and 4 area reps.

What is going on in Future Directions?

Here are some things that members of Future Directions are currently working on: Forms Review is continually looking at ways to simplify and reduce paperwork; Restructuring may recommend a slight change in district meeting dates in first trimester; Programming Review will be creating a new Living & Learning certification with a simpler checklist format; Outstanding Awards Committee may provide an option for State Program Managers to also serve as a judge in their area. The Convention Review Committee will be meeting to look at ideas that have come forward as possible update to our convention formats. FDC is also responsible for the MNWT 2020 Strategic Plan and reviews that at each meeting. A copy is included with this CIP.

Second Trimester Online Webinar—October 23

Each trimester, MNWT offers online training through a webinar. For 2nd trimester, the MNWT Webinar will be held on Wed, October 23, 2024 from 6 to 8 pm. The topics are: (1) 5 W's of Reporting: Who, What, When, Where, Why; (2) Newsletter 101: basics of a chapter newsletter; (3) How to host a convention while having fun and making money; and (4) MNWT.org Q&A: Simple Tips for using the state website. It's easy to register—you can go to the MNWT website and sign up on the Members Home page or email csc@mnwt.org. Exec Director Tanya will send a link for the webinar a day or so before Oct 23. Invite some other members and you can participate together!

MIN WT STRATEGIC PLAN 2020-2030

Goals	Responsibility	Start Date	Due Date	Progress/Results
1. Attain 10% (1050) Growth for the MNWWT by the year 2030	a. Attain an average of 15-20 members/ chapter	6/2020	5/2030	
	b. Develop membership training targeted at chapters having less than 15 members.			
	c. Present to chapters ways to activate members, enhancing resources we already have in place, changing, removing and adding to where needed.	6/2022	7/2025	
	d. Streamline membership recognition statewide and create an emphasis on recognition at the chapter level.	9/2021	5/2022	complete
	e. Emphasize Activation Training starting at LOTS.	11/2020	3/2026	complete
2. Number 60 chapters by the year 2030	a. Average two new chapters per year.	7/2021	4/2022	complete
	b. Train chapters/individuals/teams to use the extension tools.	6/2021	5/2030	
	c. Develop a community focus list to determine a good fit for a WT chapter.	9/2021	5/2023	complete
	d. Update the Extensions Manual and other Extensions resources.	10/2020	12/2021	complete
3. Update and/or develop In-Chapter Member Training (local members not attending district/state training opportunities)	a. Create updated guidelines for Orientation of new members within their first year of membership.	7/2020	11/2022	complete
	b. Create online training opportunities for members to use locally	7/2021	7/2024	Complete
4. Update and/or develop Assembled Member Training (members attending statewide training opportunities e.g. LOTS, Conventions, Retreats)	a. Create interactive online training opportunities.	7/2020	5/2030	
	b. Create a Task Force to evaluate the purpose and focus of orientations	7/2022	5/2030	
	c. Create additional opportunities for training at Assembled meetings.	7/2020	7/2025	
	d. Develop circuit trainers bringing trainings to the membership	3/2021	5/2030	
	e. Develop an Orientation Retreat	9/2021	5/2030	
5. Develop a Statewide MNWWT Branding.	a. Create a yearly training theme schedule	7/2023	7/2026	
	b. Create and approve a Women of Today Brand	7/2021	7/2026	
	c. Create and implement a plan for chapters to use this new Brand	10/2020	11/2023	complete
	d. Examine our current MNWWT logo and create a timeline to update the logo	10/2020	7/2030	complete
	e. Create a list of Marketing strategies for Chapters	7/2021	7/2030	complete
6. Streamline MNWWT Marketing for consistent Statewide use	a. Develop a new chapter-friendly Marketing Strategy each year	10/2020	7/2024	complete
	b. Train chapters/members to use Marketing effectively	10/2020	10/2021	complete
	c. Create and/or update a PR KIT for member use	7/2020	7/2030	
	d. Develop a MNWWT App	7/2020	7/2030	
	e. Implement Publication Standardization for the MNWWT	3/2021	3/2022	complete
7. Record 100% of chapters participating in MNWWT programming	a. Develop training materials about programming and how to use in chapters/districts.	7/2020	7/2030	
	b. Create an outline about each area for members to better understand programming	7/2020	7/2025	
	c. Create regular online training opportunities for programming	7/2020	7/2030	
	d. Train members to use current communication tools (Trimester reports)	7/2020	7/2030	
	e. Form a Task Force to evaluate meetings and make recommendations to reduce the total number of meetings	7/2020	7/2025	
8. Evaluate and streamline our current schedule of Meetings (Statewide, Regional, District, Trainings, etc.)	a. Examine the purpose for each meeting/training/convention	7/2020	7/2025	
	b. Create a calendar with recommendations from the Task Force	10/2020	7/2025	
	c. Implement Recommendations as made by the Task Force	7/2020	7/2030	
	d. Implement Recommendations as made by the Task Force	3/2021	3/2030	
SPC - Strategic Planning Committee MMC-Membership Management Committee MKTC-Marketing Committee FDC-Future Directions Committee Membership Team-MVP, Extensions, CMVP, MMC				
Developed by the Strategic Plan Committee March 2020; approved by Future Directions March 2020				