



Minnesota Women of Today  
2024-2025  
Future Directions Chair  
**WINTER 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 3rd trimester state committee meetings is Sunday, March 2, 2025 at the Hampton Inn North in Rochester. This is the same weekend as March Planning which will be held on Saturday, March 1. Committee meetings start with registration at 9:30 am, followed by Membership Management at 10 am, Marketing at 11:30 am, and Future Directions at 1pm. 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.

Cathy 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 (i.e. March Planning recommendations), and supervises the implementation of such changes. Future Directions has the authority to make decisions on state matters except for the bylaws and policies. Any member 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, 4 appointed general members, 4 area reps, and FDC subcommittee chairs.

## What is going on in Future Directions?

Here are some things that Future Directions committee is currently working on. Forms Management (Jeny Ohr) - this is now a subcommittee and will in charge of reviewing, creating, and distributing forms for MNWT. Jeny will be going through the list of forms to make it current. Manual Review (Mary Hansen) - is reviewing Accountant manual and preparing for more reviews. Programming Review (Michelle Jones) - new Living & Learning certification form is available; look for details about Cleanup Day at True Friends in Annandale. Outstanding Awards (Mary Kaminski) - has been working hard to prepare for the Winter State outstanding awards ceremony. Online Training (Jenise Teske) - looking for ideas for future state webinars. FDC is also responsible for the MNWT 2020 Strategic Plan and reviews the plan at each meeting. A copy is included with this CIP.

## Third Trimester Online Webinar—February 26

Each trimester, MNWT offers online training through a webinar. The MNWT 3rd trimester Webinar will be held on Wed, February 26, 2025 from 6 to 8 pm. You will want to sign up to learn more about the topics to be presented. **6-6:30 pm** —True Friends and MNWT; **6:30-7 pm** — The *NEW* mnwt.org website; **7-8pm** — Heartstrong Monticello - bringing AEDs to your community. It's easy to register—you can go to the MNWT website and sign up under the Events tab/Trainings or email [csc@mnwt.org](mailto:csc@mnwt.org). Exec Director Tanya will send a link for the webinar a day or so before. 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	3. Attain an average of 15-20 members/ chapter	Membership Team	6/2020	5/2030	
	4. Develop membership training targeted at chapters having less than 15 members.	Membership Team	6/2022	7/2025	
	5. Present to chapters ways to activate members, enhancing resources we already have in place, changing, removing and adding to where needed.	MNC	9/2021	5/2022	complete
	6. Streamline membership recognition statewide and create an emphasis on recognition at the chapter level.	Task Force	11/2020	3/2025	
	7. Emphasize Activation Training starting at LOTS.	MNC/CAWP	7/2021	4/2022	complete
2. Number 60 chapters by the year 2030	1. Average two new chapters per year.	Membership Team	6/2021	5/2030	
	2. Train chapters/individuals/teams to use the extension tools.	MNC	9/2021	6/2023	complete
	3. Develop a community focus list to determine a good fit for a WT chapter.	MNC	10/2020	12/2021	complete
	4. Update the Extensions Manual and other Extensions resources.	Manual Review/MNC	7/2020	11/2022	complete
	5. Create updated guidelines for Orientation of new members within their first year of membership.	MNC	7/2021	7/2024	Complete
3. Update and/or develop In-Chapter Member Training (local members not attending district/state training opportunities)	1. Create online training opportunities for members to use locally	Online Training/FDC	7/2020	5/2030	prioritize for 2025-26
	2. Create interactive online training opportunities.	Online Training/FDC	7/2022	5/2030	prioritize for 2025-26
	3. Create a Task Force to evaluate the purpose and focus of orientations	MNC	7/2020	7/2025	
	4. Create additional opportunities for training at Assembled meetings.	Orientation Task Force	3/2021	5/2030	
	5. Develop circuit trainers bringing trainings to the membership	Orientation Task Force	9/2021	5/2030	
4. Update and/or develop Assembled Member Training (members attending statewide training opportunities e.g. LOTS, Conventions, Retreats)	1. Develop an Orientation Retreat	Orientation Task Force	7/2023	7/2025	
	2. Create a yearly training theme schedule	Orientation Task Force	7/2021	7/2026	
	3. Create and approve a Women of Today Brand	MNTO/FDC	10/2020	11/2023	complete
	4. Create and implement a plan for chapters to use this new Brand	MNTO/FDC	7/2021	7/2030	
	5. Examine our current MNWWT logo and create a timeline to update the logo	MNTO/FDC	10/2020	7/2024	complete
5. Develop a Statewide MNWWT Branding	1. Create a list of Marketing strategies for Chapters	MNTG	10/2020	10/2021	complete
	2. Develop a new chapter-friendly Marketing Strategy each year	MNTG	7/2020	7/2030	
	3. Train chapters/members to use Marketing effectively	MNTO/MNC/FDC	7/2020	7/2030	
	4. Create and/or update a BR kit for member use	MNTG	3/2021	3/2022	complete
	5. Develop a MNWWT App	MNTO/FDC	7/2020	7/2024	complete
6. Streamline MNWWT Marketing for consistent Statewide use	1. Implement Publication Standardization for the MNWWT	MNTG	7/2020	7/2030	
	2. Develop training materials about programming and how to use in chapters/districts	Programming Task Force/FDC	7/2020	7/2030	
	3. Create an outline about each area for members to better understand programming	Programming Task Force/FDC	7/2020	7/2025	
	4. Create regular online training opportunities for programming	Online Training/FDC	7/2020	7/2030	
	5. Train members to use current communication tools (Trimester reports)	FDC/MNC	7/2020	7/2030	
7. Record 100% of chapters participating in MNWWT programming	1. Form a Task Force to evaluate meetings and make recommendations to reduce the total number of meetings	Task Force/FDC	7/2020	7/2025	
	2. Examine the purpose for each meeting/training/convention	Task Force/FDC	7/2020	7/2025	
	3. Create a calendar with recommendations from the Task Force	Task Force/FDC	10/2020	7/2025	
	4. Implement Recommendations as made by the Task Force	Task Force/FDC	3/2021	3/2030	
	5. Implement Recommendations as made by the Task Force	Task Force/FDC	3/2021	3/2030	
8. Evaluate and streamline our current schedule of Meetings (Statewide, Regional, District, Trainings, etc.)	SPC - Strategic Planning Committee				
	MNC-Membership Management Committee				
	MKTG-Marketing Committee				
	FDC-Future Directions Committee				
	Membership Team-MVP, Extensions, CAWP, MNC				