

League of Women Voters of Placer County (LWVPC)
Strategic Plan
1/21/14 Rev 1.5

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Mission

LWVPC encourages Placer County citizens to actively participate in shaping better communities by building a strong knowledge of the political process and public policy as the foundation of our existence.

Goal

LWVPC delivers fair and balanced information to Placer County citizens in need of unbiased, easy to access, reliable information to understand politics and public policy issues when exercising their voting responsibility.

Values

LWVPC activities

- Respect individuals through trust, integrity and professionalism
- Empower grassroots in LWVPC and in our communities
- Practice collective decision making for the common good
- Strive for diversity in our membership and our service

Vision for the Future

We envision common knowledge among Placer County citizens about how to contact LWVPC to get the unbiased, reliable public policy information they need to make informed decisions.

External Environment Assessment

Placer County spans 100 miles of geographic, socio-economic, language (8% Spanish speaking) and disability diversity. LWVPC has focused on the majority of the population which is in the southwest. Opportunities to expand our impact are in:

- Increasing diversity in membership and service
- Leveraging our close proximity to the state capitol
- Discovering ways to better serve other parts of the county

Internal Organization Assessment

LWVPC members are highly-motivated, naturally-aligned citizens, most of who reside in and around the Roseville/Rocklin and Auburn areas. Members are actively aware of politics and public policy, some having run successfully for public office. Membership spiked to over 71 the year LWVPC began and has settled between 40 and 50 in the last 4 years with General Meeting attendance in FY2012/13 averaging 17.

The full capacity of LWVPC members has been underutilized to date.

| | |
|-----------------------------------|--|
| <u>Definitions</u> | |
| Mission: Purpose of LWVPC | Vision: What things would look like in a perfect world. |
| Goal: Where LWVPC is going | Strategy: How LWVPC will achieve goal (documented in this plan) |

Budget Context

Part of being a strong league is being a growing league. A budget consistent with LWVC that retains 50% of the yearly budget in reserves supports a growth context. New ideas and challenging goals could mean some projects may not get implemented. Playing it safe with plans that reflect a bare minimum that we are sure to implement:

- Is not transparent because projects get added that the membership does not review
- Cannot push us to do better
- Is not good for financial supporters who want to see planning, review, and approval.

LWVPC reserve funds will be used until in-kind and actual Expenses are more thoroughly characterized and a Fund Raising plan is productive. Projects may be dropped or scaled back if the reserve account falls below 50% of budget.

Distribution targets are: (subject to changes from FY2013/14 Sustainability Plan)

- Income: 50% Grants & Fund Raising and 50% Member Dues & Poll work.
- Expenses: 50% Voter Service and 50% all other

Communications Context

Members are entitled to:

- Summary of meetings and budget in a format that is easy to understand.
- Notification each time a new member joins LWVPC.
- List of members (distributed yearly without contact info, which is confidential)
- Summary of speaker presentations.
- Monthly newsletter type content on webpage and email to members.

ROADMAP

FY 2013/2014 Increase LWV-PC Visibility

- June – December 2013 **Lay the foundation for increased visibility**
 - Fully engage:
 - PR Material Committee (Pat Burke, Chair)
 - Sustainability Committee (Karen Fleming, Chair)
 - Publicity Plans (Bernadette O’Keefe, Chair)
 - Fund Raising Plan (Bernadette O’Keefe, Advisor)
 - Expanded Speakers Bureau (Randi Swisley, Chair)
- January – June 2014 **Voter Service for June Election & Fund Raising Plan**
 - Fund Raising Plans to enable accurate budgeting in June.
 - HOA investigation (Bernadette, Chair)
 - Expand & Organize Polls Team (Lynne Roberts, Chair)
 - Outcome Metrics to measure our success and progress.
 - Train expanded Speakers Bureau (Randi Swisley, Chair)
 - Engage Nominating Committee (Pam Hart, Chair)
 - Engage Budget Committee (Terri Ciao, Chair)
 - Leverage information gained during June election cycle and Fund Raising Plan to apply to FY2014/15 budget

FY 2014/2015 Budget to Accommodate Growth & Understand Communities

- June 2014 **Budget Approved by Membership**
 - Begin implementation of Fund Raising Plan
 - Establish processes for realistic and growth-based Budget Planning
- June – July 2014 **Community Characterization**
 - Discover how each community learns about public policy through member feedback to enable development of communication and publicity strategy.
- August – Dec 2014 **Voter Service for Nov. Gubernatorial General Election**
 - Apply lessons learned from June Primary
- January – June 2015 **Adjust Strategy**
 - Apply Community Characterization information to plans.

FY 2015/2016 Use Election Year Data to Build Long Term Sustainability Plan

- **Establish processes to publicize, budget and deliver services based on Community Characterization**

OBJECTIVES

- Increase LWVPC visibility in our communities.
 - Improve professional appearance of LWVPC.
 - Establish and implement PR/Fund Raising Plan
 - Improve social networking presence
- Identify aspects of diversity in county.
 - Seek internship and other methods to attract young members
- Engage the members.
- Establish bottom up Sustainability Plan
- Formalize archival and revision control of governing documents.
- Determine how best to serve the less populated parts of the county.
- Closer relationship and use of State LWV activities by LWVPC.
- Increased member use of our website and other social media.

OUTCOME METRICS

- Two interns are successfully engaged in LWVPC strategy.
- Attendance at LWVPC events reflects an increase in diversity of age, language, gender or geographic residency.
- LWVPC membership reflects an increase in diversity of age, language, gender, ethnic or geographic residency.
- LWVPC participates in >1 event per year with LWVSC or LWVC or public officials in Sacramento.

PUBLIC RELATIONS PLAN

Credibility and visibility begets support. Investing now to raise visibility and enhance professionalism will realize a return in the next 1-2 years.

- Event Visibility
 - Professional material with logo, contact information, motto
 - Banners
 - Sidewalk sign
 - Podium
 - Stationary

- Guest speaker communication:
 - Invitation letter – sent through US Mail
 - Follow up to initial contact with speaker
 - Thank for agreeing to speak
 - Explain topic(s) they are expected to cover, who will be in audience, time constraints
 - Ask for any accommodations they need
 - Contact info for the LWVPC coordinator of the event
 - Professional letterhead with league logo, motto, contact info, on envelope and on stationery
 - Reminder post card – sent through US Mail
 - Date/time/place/topic and thank again for agreeing to speak
 - Professional logo, motto or mission, contact info
 - Thank You Card – sent through US Mail
 - Handwritten thanks with positive feedback received from audience
 - Professional letterhead on envelope and notecard: logo, mission, contact info

- Regular Newspaper Presence
 - Standard format announcing events and reiterating contact information , motto, and mission statement
 - In person coverage at key forums
 - Partnership opportunities explored

- Donors
 - Thank you memento for donations, including in kind donations.

- Strategic Relationships with County Leaders - Goals
 1. Identify where Placer County is struggling and determine what other organizations and government officials are working on in these areas.
 2. Understand strategy & intent of others and compare to LWVPC strategy to discover ways to collaborate and avoid duplication.

LWVPC Member County Leader

- Margot Fulmer Jennifer Montgomery, District 5 County Supervisor
- Monica Otis Susan Rohan, Roseville Mayor
 - *Collaborative Opportunities*
 - Educate Roseville residents to compensate for low attendance at City Council meetings.
- Lynne Roberts Jim McCauley, Placer County Registrar of Voters
 - *Overlap:* effective voter registration coverage by Registrar
- Lynne Roberts tbd, Sierra College
 - *Collaborative Opportunities*
 - LWVPC young voter diversity goals
- Randi Swisley Cheryl Davis, Placer County HHS Director
 - *Collaborative Opportunities:* ACA & Covered CA education
- Randi Swisley David Bosch, Placer County CEO
- Randi Swisley Einar Maisch, Placer County Water Agency
 - *Collaborative Opportunities*
 - Public education on Prop 218 and water issues
- Randi Swisley Sheryl Petersen, Auburn AAUW President
 - *Collaborative Opportunities*
 - Public education on Prop 218 and water issues
- Randi Swisley Kathy Dunbar, Auburn Soroptomist President

COMMITTEES

Standing Committees address long-term areas of interest.

Ad Hoc Committees (aka Task Force) address short term issues of local interest.

Fiscal Sustainability Committee – Karen Flemming, Chair

Standing; Plan below approved 6/18/13

Goal

Determine yearly revenue streams and implementation costs of the LWVPC Strategic Plan and report findings and recommendations to the LWVPC Board of Directors by March for use in planning and for archival (initial findings to Board of Directors by September 1, 2013).

Members

Two or three voting LWVPC members. At least one member of this committee should have experience in mid range (3-5 year) finance or other related field.

Methodology/Process

- Consult with members involved in LWVPC activities to identify issues, costs (both actual and in-kind) and revenue sources
- Identifies potential revenue sources in addition to what has been used in the past.

Program Plan Feedback – Pat Burke

Ad Hoc

Goal

Provide LWVPC feedback to LWVUS on Program.

Activities

- Facilitate Program Planning meeting with members to formulate feedback.
- Maintain Resource Binder of positions and LWVPC feedback details.
- Meet deadlines for feedback submittal

PR Design and Material - Pat Burke, Chair

Ad Hoc; Plan approved 6/18/13

Goal

Create design and arrange to obtain needed material for banner, podium design, sidewalk sign and stationery as per PR Plan.

Event Planning - Bernadette, Candace, Randi, Karen Tajbl

Standing; See Meeting & Event Schedule

Goal

Schedule of Member Meeting Speakers and Logistics Plan

Activities:

- Maintain schedule of past and future speakers for each LWV position area:
 - Government, Natural Resources, Social Policy
- Maintain Resource Binder of speakers
 - Contact info, history of presentations to LWVPC, job description
 - List of people interested in volunteering at forums and events
- Enable speaker engagements throughout the year as requested by membership
 - Secure speakers, venues, refreshments, logistics
 - Invitation letter, reminder postcard, thank you note
 - Set board expectations re: funding required
 - Include State speaker at least once a year
 - Identify coordinator and main contact for each speaker
- Archive useful information and helpful hints for subsequent Meeting Leaders.

Observer Corps - tbd, Chair

Standing; Plan pending approval

Goal

Observe public meetings to learn how government works, help ensure that citizens are aware of the decisions that impact their lives, and promote government transparency and accountability.

Responsibilities & Methodology

- Attend governmental meetings, take notes and report back to LWVPC.
- Post results of findings on website for public access and reference.

Members

Pam Hart

BOARD OF DIRECTORS

Officers

- ❖ Randi Swisley, President
Public Relations & Organizational Effectiveness
- ❖ Bernadette O'Keefe, First Vice President
Publicity & Financial Development
- ❖ Diana Madoshi, Second Vice President
Outreach
- ❖ Pat Burke, Secretary
Official Records
- ❖ Teri Harrison, Treasurer
Financial Accounting and Reporting

Directors

- ❖ Terri Ciao, Budget
- ❖ Diane Eilers, Membership
- ❖ Lynne Roberts, Voter Service
- ❖ Kathy Souza, Parliamentarian

EVENTS

Member Meetings: 11:30 – 1pm on 1st Thursdays (except October 2013).

Board Meetings follow on an as-needed basis and are open to members.

| Venue | Reservations | Cost | Notes |
|---------------------|------------------------|--------------------------|---|
| Max's Auburn | Reserved for FY2013/14 | \$15/each \$0/Speaker | Lunch served from menu that changes; Seats 20 or 100 depending on room |
| Placer Co Admin Ctr | 10:30–11:30 Oct 3 | \$0 | One time for David Boesch |
| Rocklin Library | Confirm per event | \$55 | seats between 60-90 |
| Rocklin Comm Ctr | Confirm per event | \$100 | Seats 100 |

Meeting Schedule *(forums in italics)*

| | SPEAKER | COORDINATOR |
|------------|--|----------------------|
| Sept | Cheryl Davis, ACA | Randi Swisley |
| Oct | David Boesch, Placer Co CEO | Randi/Kathy |
| <i>Oct</i> | <i>*ACA Forum, Panel</i> | <i>Kathy Souza</i> |
| Nov | Bill Ryland, Kiononia Group Homes | Diana Madoshi |
| Dec | Suzie DeFossett, Gathering Inn homeless org | Bernadette O'Keefe |
| Jan | LWVC: Money in Politics, Comms, Member Involvement | Randi Swisley |
| Feb | Program Planning | Pat Burke |
| <i>Feb</i> | <i>*Water Debate Forum</i> | <i>Lynne Roberts</i> |
| Mar | Agricultural Study | Janet Bradford |
| <i>Apr</i> | <i>*Sewer Forum</i> | <i>Lee Therrien</i> |
| May | Pros & Cons | Speakers Bureau |
| June | Jim Holmes, Placer County Supervisor | Bernadette O'Keefe |

***Forums**

ACA: 10/29/13 - Rocklin Library
Detailed information from Tax, Insurance, County HHS, and State Exchange so audience can personally understand how they can benefit from the ACA laws.

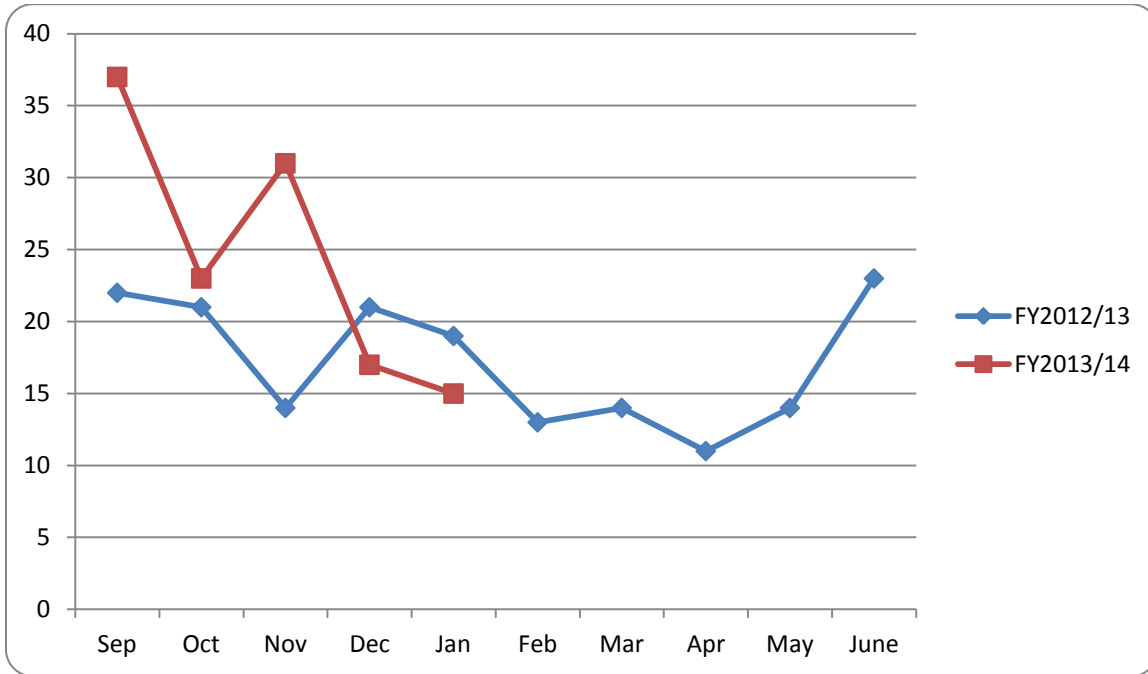
Delta: 2/22/14 Rocklin Community Center
Panels representing economic, political, agricultural and Placer County impact of BDCP.

Sewer: 4/3/13 Auburn Holiday Inn Max's
Panel of experts from Lincoln, Auburn, Colfax providing detailed information on how sewer plans affect Placer County residents.

STATISTICS

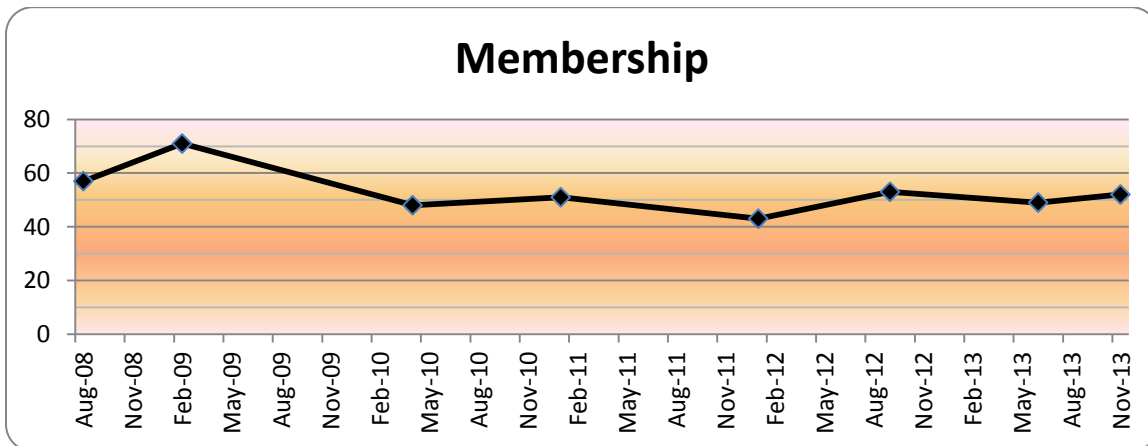
Meeting attendance History

2012: Sep =22, Oct =21, Nov =14, Dec =21; **2013:** Jan =19, Feb =13, Mar =14, Apr =11, May =14, June =23, Sept=37; Oct=23; Nov=31; Dec=17; **2014:** Jan=15.



Membership History

Aug 8, 2009= 57; Feb 2, 2009= 71; Apr 4, 2010= 48; Jan 2011= 51; Jan 2012=43; Sept 2012=53
Nov2013=52



REVISION CONTROL

| Rev # | Rev Date | Notes | Owner |
|-------|----------|---|---------|
| 1.0 | 6/21/13 | - Final Review copy approved by Board on 6/18/13 | Swisley |
| 1.1 | 6/28/13 | - Added Diane & Teri Board Position Plans - Added County Leader Liaisons - Feedback from Carolyn Lindberg (chg Alexis Pos Plan) | Swisley |
| 1.2 | 7/1/13 | - Position plan updates - Liaison updates - ID of holes in implantation of strategy | Swisley |
| 1.3 | 8/20/13 | - Diversity detail added - Updated Position Plans - Added Program Planning & Member Meeting committees - Added General Meeting Schedule - Added Motto - Table of Content added | Swisley |
| 1.4 | 10/19/13 | - Added Metrics Definitions to Goals - Added Meeting Attendance history graph - Added Membership history graph - Summarize BOD responsibilities | Swisley |
| 1.5 | 1/13/14 | - Updated Membership history graph - Added financial statistics - Added page numbers - Event Plan changes | Swisley |