

Strategic Plan 2004 – 2008 – ALTRUSA INTERNATIONAL, INC., OF ROSEBURG – Action Plan 2008 – 2009

Goal #1: MEMBERSHIP – Develop club membership growth opportunities.					Evaluation /Review (date)
Objective	Strategies	Action Steps	Responsibility	Time Frame	Evaluation/Remarks
1. To increase membership to 75 members by May 2007	Diversify membership by age, gender, ethnicity and vocational background. Conduct one recruitment function defining Altrusa benefits and responsibilities to prospective members annually. Facilitate 5 th Thursday activities with the help of other committees.	1a. Have Recommendation for membership form and <i>Sponsor's Guide</i> booklets available at all meetings	Membership Chair	On-going	
		1b. Develop a Recruitment Function for prospective members on October 16, 2008	Membership Committee	October 16, 2008	
		1c. Provide the raffle basket for the Birthday Party April 16, 2009	Membership Committee	April 16, 2009	
		2a. Invite new members and any other interested members to attend two new member orientations	Membership Committee	Nov. 8, 2008 March 14, 2009	
2. To retain 90% of our membership annually. (Example: 63 of 70)	Report attendance at program and business meetings Secure a comfortable meeting facility. Conduct one re-orientation function to review the benefits and responsibilities of membership annually. Conduct two new member orientation functions annually to review the benefits and responsibilities of being an Altrusan with dates set during the Annual Planning Session.	2b. Follow-up with members who miss meetings.	President (email) Barbara Chinn (card)	On-going	
		2c. Have a "Greeter" at each meeting to welcome everyone, help members and guests find seats, and give nametags to guests.	Total Membership	On-going	
		2d. Provide new member information on 2" x 4" labels to be pasted in yearbooks.	Membership Chair	As initiated	
3. To increase attendance at meetings to 75% of the membership annually.		3a. Publish attendance numbers in the monthly newsletter. Recording Secretary to provide number to Newsletter Editor	Club Recording. Secretary	On-going	
		3b. Provide re-orientation activities at 8 of the 12 business meetings. Susan Stansbury to develop topics	Membership Committee	Throughout year	
4. To increase new membership orientations to twice annually.		4a. Conduct two new member orientation functions this year.	Membership Committee	Nov. 8, 2008 March 14, 2009	

Goal #2: Member Benefits – Provide personal growth and leadership development opportunities for our members.

Objectives	Strategies	Action Steps	Responsibility	Time Frame	Evaluation/Remarks
1. To invite new members to assume a leadership role, in our club, within three years of becoming a member.	<p>Encourage all new members to assume leadership positions such as: chair of special committee, co-chair of standing committee, or serving as Board member.</p> <p>Conduct a leadership development program coordinated by the board annually.</p> <p>Publicize workshops, District Twelve Conference and International Convention, including financial remuneration by the club at every club business meeting.</p> <p>President will appoint a Conference/Convention Coordinator by April for the upcoming year.</p> <p>Write a job description for the Conference/Convention Coordinator by March 2005</p> <p>Budget financial support of at least registration costs for 15% of membership to attend District Twelve Conference.</p> <p>Encourage eligible club members to accept nomination for a District Twelve or International leadership role.</p> <p>Budget financial support of at least registration costs for three members to attend International Convention bi-annually.</p> <p>Schedule a family-oriented membership activity coordinated by the Board for the program meeting in July.</p>	1a. Provide information for leadership opportunities to all new members.	Board of Directors.	Ongoing	.
2. To conduct at least one club leadership development program annually.		1b. Document progress from action taken with each member.	Board	Ongoing	
3. To increase participation in leadership workshop offering to 20% of the membership annually by 06-07.		2a. Plan and execute a leadership development workshop.	Board	By April 15, 2009	
4. To attain participation by 15% of club membership at District Twelve Conference annually.		3a. Submit article about leadership training to newsletter editor.	President	Monthly	
5. To have at least one member of our club actively involved in a District Twelve leadership position at all times.		4a. Appoint conference/convention chair	President	January 31, 2009	
6. To promote the attendance of at least three members at Internat'l Convention bi-annually.		4b. Review job description with conference/convention chair	President	January 31, 2009	
7. To hold at least one family-oriented membership activity annually.		5a. Promote networking and participation at conference for our club to be visible.	Board	Ongoing	
	5b. Inform club when a member has accepted a District Twelve position.	President	Ongoing		
	6a. Educate membership about opportunities and benefits of attending International Convention	President	Ongoing		
	7a. Hold family picnic	Board of Directors	August 2008		

Goal #3: IMAGE – Promote Altrusa as a positive influence in our community

Objectives	Strategies	Action Steps	Responsibility	Time Frame	Evaluation/Remarks
1. To promote awareness of Altrusa activities through proactive media coverage with a minimum of two press releases to newspaper, radio, and television monthly.	Continue charging the P & I committee with the following: <ul style="list-style-type: none"> • To make personal contacts with local media personnel to discover their requirements • To develop an annual marketing calendar • To develop a local public relations manual. 	1a. Review and make appropriate recommendations regarding Publicity and Image Committee	Board	By April 2009	
		1b. Submit news releases on club happenings and upcoming events to local newspapers, television, and radio stations.	Public Relations Chair/President	Monthly and as is appropriate	
		1c. Advise all committees to utilize this committee.	PR Chair President	On-going	
		1d. Submit articles concerning the winners of the Professional Technical and High School Scholarships to News Review	Berta/Elsa	Dec. 2008 March 2009	
2. To utilize web technology to promote awareness of Altrusa by developing a web page by June 2006.	This committee will include the Newsletter Editor and the Yearbook Editor. Advise all committee chairs to review marketing calendar and provide written reports to the Publicity and Image Committee to facilitate timely submission for local news coverage.	2a. Work with committee chairs for updates concerning committee activities for the webpage.	PR chair and committee chairs	On-going	
		2b. Work with District Webmaster to update the webpage format and to keep articles uniform.	PR chair	On-going	
3. To increase visibility through participation in eight community events not sponsored by Altrusa annually.	Participate in at least eight community events annually (i.e., Umpqua Valley Rodeo Parade, Veteran’s Day Parade, Melon Festival, etc.). Look for opportunities to partner with other service or educational organizations.	3a. Participate in local parades and festivals and partner with other organizations at community events.	Whole club	On-going	
4. To be recognized in the Altrusan and the DSB annually.	Remind the Publicity and Image Committee to submit articles in the DSB and International Altrusan publications.	4a. Work with DSB Editor	PR chair and club	June 2008 – May 2009	
		4b. Find a source of communication at the International level	PR chair	June 2008 - 2009	

Goal #4: SERVICE – PROVIDE SERVICE TO OUR COMMUNITY

Objectives	Strategies	Action Steps	Responsibility	Time Frame	Evaluation/remarks
1. To evaluate current service projects for viability annually.	Develop at least one new or replacement Altrusa hands-on service project every three years.	1a. Prepare and distribute Community Needs Assessment	Community Svc Committee	July 2008	
		1b. Review and evaluate Community Needs Assessment	Community Svc Committee	July 2008	
2. To increase community participation in literacy-based projects by 2% annually.	Review and utilize a community needs assessment tool every three years. Develop partnerships with community agencies and organizations. Evaluate service projects for continuation or elimination at the annual planning session. Update and send grant applications to local elementary and middle schools. Re-evaluate club extension, within the county, by 2008.	2a. Develop a library for the Fish Food Pantry	Literacy Committee	May 2009	
		2b. Develop the following literacy projects: Make a Difference Day, Iditaread, Fish Food Pantry, Library, Welcome Baby, Celebration of Literacy, books in all county food pantries	Literacy Committee	On-going February 2009	
		2c. Develop Celebration of Literacy	COL Comm. Assisted by Literacy Committee	March 2009 On-going	
		2d. Continue book recycling through the ABC box and publicity asking for books.	Literacy Committee	On-going	
		2e. Organize and hold 3 or 4 annual book sales with proceeds used to purchase children's books	Literacy Committee	On-going	
		2f. Invite Astra and Vista Volunteers to participate in Make a Difference Day and recycling of books	Literacy Committee	May 2009	
		3a. Provide the club members with an opportunity to express their interest and concerns about all current service projects	President-Elect	April 2009	
4. To encourage Vocational Service Committee to continue awarding vocational/technical and college scholarships.	Thank members publicly following each Altrusa event.	4a. Develop the High School Scholarship Program	Vocational Services Comm.	June 2008 – March 2009	
		4b. Develop the Professional/Technical Scholarship Program	Vocational Services Comm.	June 2008 – March 2009	
		4c. To research adopting a college student for one year	Vocational Services Comm.	May 2009	
5. To provide opportunities for elementary and middle school educational enhancement annually.		5a. Continue Project ASK for all elementary schools in Douglas County	Project ASK Comm.	June 2008 – May 2009	
6. To provide the opportunity to extend service through the possible addition of a South County Club by 2008.		6a. Continue with our efforts to expand into South County	Club	On-going	

Goal #4 Continued: SERVICE – PROVIDE SERVICE TO OUR COMMUNITY

Objectives	Strategies	Action Steps	Responsibility	Time Frame	Evaluation/remarks
7. To involve at least 90% of active members in a minimum of two hands-on projects annually.		7a. Offer a variety of hands-on, volunteer projects based on community needs assessment	Community Service Comm.	May 2009	
		7b. Organize a work party/social time for all members to participate in preparation of community hands-on project	Community Service Comm.	May 2009	
		7c. Provide written summaries of all projects, announce schedule for projects at board and business meetings, and prepare a sign-up sheet, including allotted time frames	Community Service Comm.	May 2009	
		7d. To continue to develop and build and support the ASTRA Club of Roseburg.	All Club members ASTRA Committee	May 2009	
		7e. Assist ASTRA Club in its projects and aim to achieve awards.	ASTRA Committee	May 2009	
		7f. Submit proposal to District Twelve to include ASTRA participation in the convention program and activities.	ASTRA Committee	June 2008-May 2009	
8. To involved at least 90% of active members in a minimum of three International Relations annually.		8a. Support. Our Sister Club in New Zealand by sending Umpqua Poster for Christmas (Peggy John) and Club Newsletter Monthly (Pam Doyle)	International Relations Comm.	November 2009	
		8b. Update Foreign Language and Interpreter’s Directory (1) contact all agencies for email addresses (2) place notice in newspaper for additional volunteers	International Relations Comm.	August 2008	
		8c. Compile and distribute Foreign Language and Interpreter’s Directory via email as well as hard copies to those agencies wishing them.	International Relations Comm.	September 2008	
		8d. Support Ryan’s Wells	Club Members	May 2008	
		8e. Support “Nothing but Nets” by placing tins on tables during meetings for voluntary contributions with the goal of purchasing one net per month.	Club Members Chair of International Relations	Monthly June 2008-May 2009	
		8f. Provide program on “Three Cups of Tea” and support Central Asia Institute with monetary contribution	Club Members Chair of International Relations	May 2009	
		8g. Feature cultural days as “accents”	International Relations Comm.	On-going	

Goal #5: Organization – Maintain sufficient organizational and financial resources to support our programs and objectives

Objectives	Strategies	Action Steps	Responsibility	Time Frame	Evaluation/Remarks
1. To hold an Annual Planning Session no later than mid-April.	Set a date for the following year’s Annual Planning Session prior to yearbook publication (no later than July 1 each year).	1a. Appoint a chair and vice-chair for each service and fund-raising committee to provide continuity and training	President Elect	April 2008	
		1b. Set date early for annual planning meeting.	President Elect	By June 30, 2008	
2. To develop annual operation and foundation budgets in June	Develop needs-based budgets. Review job descriptions of officers and committee chairs by November 30 th annually.	2a. Ask each committee to indicate their request for funds for the operating budget.	President, committees and budget committee	June 2008	
		2b. Ask each committee to determine their financial needs from the foundation budget	President, committees,	June 2008	
3. To have at least two nominations for each open office annually.	Provide updated job descriptions for use and distribution by nominating committee when soliciting nominees for board positions. Provide guidelines to members on how their participation in Ways & Means is critical for meeting club and foundation budgets.	3b. Prepare budgets	Budget Comm.	June 2008	
		3a. Elect Nominating Committee	President	May 2008	
		3b. Focus on at least two nominees for each office	Nominating Committee	December 2008 & January 2009	
4. To maintain an account reserve of a minimum of \$3,000 operating budget annually.	Invite new members to assume active role in fund raising Carefully review requests for funds from this account. To expand and develop the golf tournament as our signature fundraising project annually. Appoint a chair and co-chair for each service and fund-raising project to provide continuity and training. Continue assessing the value of projects and funds spent.	4a. Coordinate silent auction as a fund raiser	Ways and Means Committee	Through May 2009	
		4b. Coordinate 50/50 raffle, happy dollars, raffle baskets, etc. as fund raisers	All Members	On-going	
		4c. Encourage member participation in all fund raisers through announcements, email, and newsletter articles.	Ways and Means Committee	Through May 2009	
		4d. Provide opportunities for member feedback following every project through email questionnaire and article in newsletter showing results.	Ways and Means Committee	Through May 2009	

Goal #5 Continued: Organization – Maintain sufficient organizational and financial resources to support our programs and objectives

Objectives	Strategies	Action Steps	Responsibility	Time Frame	Evaluation/Remarks
5. To maintain a foundation account reserve of a minimum of \$5,000 but not to exceed \$15,000 of non-budgeted/carry-over funds annually.	Evaluate the Strategic Plan throughout the year in preparation for the Annual Planning Session. Distribute copies of the S. Plan and Annual Plan worksheet to committee Chairs at or prior to the April Planning Session.	5a. Coordinate the ice cream scooping, gift wrap, afghan sales, foundation raffle, poker tournaments and “beef and burger nights” as fundraisers	Ways and Means Committee	Through May 2009	
		5b. Encourage members to suggest and be on the lookout for other club fund raiser opportunities.	Way and Means Committee	Through May 2009	
		5c. Encourage member participation in all fund-raisers through meeting announcements, emails, and newsletter articles.	Ways and Means Committee	Through May 2009	
		5d. Provide for member feedback following every project through email questionnaire and newsletter showing results	Ways and Means Committee	Through May 2009	
		5e. Organize three or four book sale to decrease our supply of recyclable books and raise revenue for other literacy projects.	Literacy Committee	Fall 2008 & Spring 2009	
		6a. Continue golf tournament	Way and Means Committee	June 2008 – September 2009	
6. To develop golf tournament as signature fund-raising project					
7.To develop a Five Year Strategic Plan (2008 for planning year 2009-2014) and evaluate the action steps for 2008-2009 annually by the end of June.		7a. To appoint a Strategic Planning Chair and committee	President	June 2008	
		7b. To appoint a Evaluation Committee for Strategic Plan 2008-2009	President	June 2008	
8. To have committee chairs utilize the Strategic Plan to develop action steps, responsibility, time frame, and fiscal impact by June 15 th annually.		8a. Distribute action step forms to all committee for the purpose of evaluating 2007-2008	SP Chair	April 2008	
		8b. Encourage all Committee Chairs to submit action steps by July 5, 2008	SP Evaluation Chair	July 1, 2008	
		8c. Present updated Action Steps to Board for 2008-2009	SP Evaluation Chair	July 30, 2008	