

## CONTACT

Co-Chairs, Strategic Planning Working Group

Karen Young – [karyoung521@yahoo.com](mailto:karyoung521@yahoo.com); Starlene Rankin, [greenstarlene@gmail.com](mailto:greenstarlene@gmail.com); Hillary Kane, [hillarya@pobox.upenn.edu](mailto:hillarya@pobox.upenn.edu)

## SUBJECT / TITLE

Strategic Plan Objectives/Action Plan: Growing Membership and Diversity

## TYPE OF PROPOSAL

Non-bylaws-altering; simple majority threshold

## REQUESTED PROPOSAL DECISION-MAKING TIMELINE

(3 week discussion period, followed by a 1 week voting period)

June 9 – June 29, 2014

June 30 – July 6, 2014

## BACKGROUND

The National Committee passed Proposal 689 regarding development of a Strategic Plan on November 25, 2012. The Strategic Plan Working Group (SPWG) first convened in January 2013. We gathered input from many sources before releasing the draft plan, and gathered further input at the Annual National Meeting in Summer 2013.

The Strategic Plan consists of two parts: the Narrative, which lays out an analysis of the party's current situation, and goals designed to grow the party and move it forward; and the Objectives and Action Plan. The Objectives and Action Plan lays out specific objectives designed to meet each goal, action plans around each objective, how we will measure success, and who should do the work.

The Objectives and Action Plan document for each goal will be considered separately, to allow members to fully discuss and consider each one.

Some Action Items would involve bylaws changes. However, specific changes are not outlined here, as they would be developed and proposed by the relevant committees. Committees, as well as the party in general, may also develop budget requests and/or fundraising plans to enable implementation.

Implementation of the Plan will depend on the active involvement and commitment of Party leaders and members, both current and future, who are inspired to join the work called for in the plan. Possible new committees we envision are listed in italics. The Strategic Planning Working Group intends to remain active, to help the process along, and to evaluate our progress over time. Our Implementation Plan is outlined here: [\[link\]](#)

We call on every member of the National Committee to consider where their talents might best be used in this effort, and to join national committees to use those talents. NC members should also consider whether other Party members in their states might be interested, and invite them to join committees. People with leadership, fundraising, and project management experience are especially needed.

We look forward to a more visible and powerful Green Party that will come to fruition, through the focused and strategic work guided by the Strategic Plan.

The Strategic Plan is focused on five goals, which are detailed below.

- 1) Increase Membership and Diversity
- 2) Run More Candidates and Campaigns
- 3) Create More Positive Awareness of the Party
- 4) Create Closer Ties with Movements, More Effective Issue Advocacy/Policy Development
- 5) Change Structures to Better Align with Goals

## PURPOSE

The purpose of this proposal is for the National Committee to indicate that they generally support the Strategic Plan Objectives and Action Plan., Goal 1: Growing Membership and Diversity, as detailed below.

PROPOSAL

**Goal One: Increase Membership and Diversity**

<b>OBJECTIVES</b> What we should have	<b>ACTION ITEMS</b> What we will do	<b>MEASUREMENT</b> How we will know it's working	<b>WHO</b> should do the work
<b>Natl strategy to recruit members</b>	Develop <b>national plan to recruit new members</b>	Membership strategy doc drafted by end of 2014.	<i>Membership/Organizing Committee.</i> Outreach Committee, state parties
<b>Natl strategy to recruit members</b>	Identify <b>experienced organizers</b> to help lead this effort and train organizers	Experienced organizers willing to help will be identified by end of 2014.	<i>Membership/Organizing Committee,</i> Steering Committee, Outreach Committee, National Committee, Caucuses, State party leaders
<b>Natl strategy to recruit members</b>	<b>Engage Greens</b> in national activities and committees <b>where there is no state party</b> or local near them	New Greens will join activities and committees beginning in 2014.	Outreach Committee, issue committees and other national committees, staff
<b>Natl strategy to recruit members</b>	Assist state party recruitment by <b>creating/distributing organizing resources</b> and helping people to connect in person, via Skype, etc.	Development of resources/materials, webinars and in-person trainings; documented use by Greens	<i>Membership/Organizing Committee,</i> Outreach Committee, State party leaders, National Committee, staff
<b>Natl strategy to recruit members</b>	Improve current <b>national database</b> functionality. Bring in state data to create a national member database.	A national database is created including at least 5 states by start of 2016.	Staff, IT Committee, state leaders
<b>Natl strategy to recruit members</b>	Create system to <b>track growth</b> , and <b>report on progress</b> . Could include measures of effectiveness (ex. Coalition work, media presence, election performance) as well as membership numbers..	System in place by 2015.	BRPP, SC, IT Committee, state leaders
<b>State strategy to recruit members</b>	Facilitate <b>natl network of state organizers</b> that helps build state parties	A significant number of states are participating.	<i>Membership/Organizing committee,</i> Outreach Committee, State party leaders

<b>State strategy to recruit members</b>	Assist states in creating their own <b>membership strategy</b> . Perhaps create a template for this purpose.	Membership strategy doc for at least 5 states written by 2015.	<i>Membership/Organizing committee</i> , Outreach Committee, State party leaders
<b>Retain existing members</b>	Create a more welcoming / positive culture, incl improving online communication, and more opportunities for in person meetings and social/cultural events	Listserv/forum participation is greater and negative behavior curtailed. More in person meetings and events are held on a local/regional basis.	Outreach Committee, ANM Committee, <i>Membership/Organizing Committee</i> , Steering Committee, National Committee, state leaders
<b>Retain existing members</b>	Improve effectiveness by training and supporting committee chairs, caucus leaders and mtg facilitators.	Training offered at 2014 ANM, phone training/mentoring at other times, possible mandatory training for committee chairs..	<i>Membership/Organizing Committee</i> , Steering Committee, caucus leaders, state leaders
<b>Recruit/retain diverse members</b>	Provide anti-oppression training as widely as possible	Provide training at 2014 ANM, work with states to identify trainers locally.	Steering Committee, Diversity Committee, state leaders
<b>Recruit/retain diverse members</b>	Remove institutional barriers that deter people of color, youth and LGBT from participating more fully Highlight diverse candidates/leaders.	An analysis of GP structures is conducted and recommendations developed for the removal of said barriers.	Steering Committee, Diversity Committee, Caucuses, Outreach, Media, Web Content committees
<b>Recruit/retain diverse members</b>	Recruit people of color and youth into leadership positions.	Create tracking system, personal outreach, consider diversity requirements for leadership	Steering Committee, BRPP, Caucuses, State Leaders
<b>Recruit/retain diverse members</b>	Active recruitment and full diversity scholarships to ANM	Set a goal for 2015 by second quarter of that year.	ANM Committee, Fundraising Committee, State leaders

## IMPLEMENTATION / TIMELINE / RESOURCES

General timelines and personnel are indicated above.

The Strategic Planning Working Group (SPWG) will continue to work with the Steering Committee and other relevant committees and state leaders to develop and implement the plan. The SPWG will release a preliminary report on the plan's progress at the end of 2014.

## REFERENCES

All strategic planning documents are available here:

<https://secure.gpus.org/secure/intranet/planning-docs/>

usr = StratPlan

pwd = 2013Gp