



Jane Hanson
Plan of Action
USWT President
2024-2025

Goals and Implementation:

- A. Achieve membership growth of plus three (3) and retention of 80% and complete two (2) new extensions by April 30, 2025,
 1. Work with the membership team to promote activities, challenges and education; create a Rainbow Recruitment program including recruitment, orientation, activation and retention training.
 2. Work with the membership team to connect with individual members to encourage members to renew or thank them for renewing their membership.
 3. Have at least one training or forum activity at each convention for membership and programming.
 4. Work with the Extensions Director and State Presidents to identify communities for potential extensions and develop a plan to complete an extension.
 5. Promote membership and extensions in all publications.
 6. Work with the Programming team (Programming Vice President, Personal Development Wellness & Domestic Violence Program Managers) to promote certifications and STEP as a retention tool.
- B. Communicate and support Board of Directors monthly to achieve teams working together to improve chapters, states and our USWT organization
 1. Hold a monthly state president and a monthly staff zoom meeting.
 2. Communicate monthly with each state president either by text, email or phone call.
 3. Hold an in-person staff training in July/Aug. and Jan. with a zoom option for staff not able to attend.
 4. Communicate with each staff member individually monthly.
 5. Meet with the membership team and the programming team each trimester.
 6. Work with staff members and state presidents to ensure they have the training and information needed to be successful in their positions.
- C. Provide on-going monthly training and new ideas for members, chapters and states
 1. Offer at least 8 “zoom-a-topic” monthly meetings, each with a specific topic for training.
 2. Show “Colorful Ideas” throughout materials such as SIPs, Today’s Leader, on Facebook and at conventions to share new ideas that chapters/states can use.
 3. Hold trainings and forums at conventions on topics requested by states and members.
 4. Visit state meetings in person or via zoom and offer training as requested by state president.
 5. Work with webmaster to keep web site updated and current.

Communication:

- State Information Packets (SIP)
- President letters
- Today’s Leader
- Programming and Membership Newsletters
- State President monthly zoom meetings
- Staff monthly zoom meetings
- USWT Website
- USWT Facebook; Administration, Membership, Programming
- Other communication as needed

Travel:

- Summer and Winter Staff Retreats
- USWT Mid-Year and Annual Conventions
- Travel to states as funding and scheduling allows