



**Laura Bentley
USWT President
2026-2027
Plan of Action**

I. Goals:

- A. Achieve membership growth of base 6 by year end April 30, 2027
- B. Provide trainings for national staff and state presidents.
- C. Achieve programming participation and reports from 80% of the states.
- D. Complete a new extension.
- E. Bring new ideas and modern technology to the organization.

II. Implementation:

- A. Achieve membership growth of base +6 by year end.
 - i. Actively work with the membership team (including MVP, PR and Extensions) to promote activation, orientation retention, and recognition of the members.
 - ii. Actively work with the Programming team (including PVP, DVA, and Wellness & Personal Development PM) to encourage the team to reach out to the membership to find out what motivates them, what their passions are for programming.
 - iii. Encourage members to participate in STEP (Success Through Enthusiastic Participation) and
 - iv. Promote challenges using social media, *Today's Leader*, and SIP's
- B. Provide trainings for national staff and state presidents.
 - iii. Offer forums and training at midyear and annual conventions
 - ii. Provide training at summer and winter retreats for national staff.
 - iii. Have monthly electronic meetings with state presidents, host mid-year and annual convention forums with staff round table.
- C. Achieve programming participation and reports from 80% of the states.
 - i. Communicate with state Presidents monthly.
 - ii. Provide updated information to the states with materials provided by the national staff. Examples include SIPs, National Newsletters, access to updated forms and manuals.
 - iii. Hold round tables at both conventions for the states to take back ideas and implement within their states.
- D. Complete a New Extension
 - i. Work with the Extensions Director and State Presidents to execute ideas for new growth in their states and surrounding states.

- ii. Use national resources such as posters to promote them in new areas.
- iii. Have our extensions director use *Today's Leader* as a large advertising source for current members to have suggestions for areas of interest.
- E. Bring new ideas and modern technology to the organization.
 - i. Communicate with states to find out where the social media platforms are held.
 - ii. Work with the Public Relations Director to implement new advertising age,
 - iii. Target membership of all ages with M events at state levels when on state visits.

III. Communication

- A. State information packets per trimester.
- B. Today's Leader articles bimonthly.
- C. Encouragement of Programming and Membership newsletters.
- D. State President zoom meetings monthly.
- E. National staff zoom meetings monthly minus December.
- F. Utilize USWT Facebook pages, Programming, membership, administration and USWT page.

IV. Travel

- A. Summer Staff Retreat in Charles City, Iowa at Laura's home.
- B. USWT Mid-Year Convention Kansas City, Missouri
- C. Winter Staff Retreat after the MN winter state convention. Time and date to be announced.
- D. End Year Convention (location to be announced)
- E. Travel to states as financing allows.
- F. Zoom into state meetings as I am invited to do so.