

CFUW WHITE ROCK SURREY STRATEGIC PLAN 2020-2025

The club's Strategic Plan is updated every five years or as deemed necessary by the Board or membership. In the interim years an annual review of the Strategic Plan is initiated at the Board's first meeting in the fall. Minor adjustments are made if required. The Strategic Plan is a living document that can be amended as needed with approval from the membership. Members at Large initiate reviews. Strategic Plan is included as Appendix G in the club's Resource Manual (online in the members only section of the club website.)

DETAILS OF THE STRATEGIC PLAN DOCUMENT – The Strategic Plan document states each of the four club goals as shown in the club directory. These goals are directly related to the support of the club mission statement. The strategic plan: a.) states the club goals, b.) shows who is responsible for each goal and c.) lists suggested actions that support the achievement of each goal.

GOALS and OBJECTIVES	RESPONSIBILITY
A. Promotion of Fellowship: Promote interaction among members; Promote attendance at Meetings; Encourage members to join committees and executive; Attract and retain new members.	Executive Board Membership Committee Program Committee All club members
B. Contribution to Public Affairs / Advocacy: Participate in CFUW Local, Provincial, National and International events; Develop effective strategies to advocate for women'; children's and environmental issues.	President, Vice-President or Alternates Club Standing Committees including: Communication Committee, Community Affairs Committee, Advocacy Committee others as initiated All club members
C. Support of Education: Support Club Bursary Foundation: Ensure Club members are aware of opportunities to pursue life-long learning	Finance Committee Executive Board Club Members Program and Advocacy Committee Fundraising Coordinator
D. Effective Governance, Structure, Growth: Maintain a stable financial structure: Prepare, update on a regular basis and follow the Strategic Plan; Improve social media that support the Club; Emphasize training of Board members and committee chairs; Encourage Growth	Treasurer and Finance Committee Executive Board Members-at- Large – invited to join ad hoc committee Communication Committee, Out-going Committee Chairs

GOAL A - PROMOTION OF FELLOWSHIP

Actions to achieve the Goal of Promotion of Fellowship

Advertise/Promote Interest Group Involvement

List interest groups on membership application forms

Provide programs that reflect club goals and members' interests

Provide members with opportunities to evaluate and give input into Club activities and directions

Members give mini- mini biographies at meetings and in newsletters

Encourage car- pooling to Club members.

Encourage zoom bubbles

Organize activities for new members

Welcome coffee party and new member orientation

New member lunch.

New members organize Christmas bake sale and/or other activity.

Interest group stations at Sept. meeting.

Blasts to inform members of events, meetings, educational and national news. Sent by PC.

Membership Chair notifies Interest Group Coordinators of new members' interests as per application forms.

Call out bubbles – teams to phone members as needed.

Maintain zoom account for meetings cancelled by weather or other restrictions. Those not comfortable with zoom could attend with a friend. Zoom can be used by board and interest groups.

Communication co-ordinator - attends board meetings, contacts newspapers

GOAL B - CONTRIBUTION TO PUBLIC AFFAIRS / ADVOCACY

Actions to Achieve the Goal of Public Affairs / Advocacy

Promote and Support Club Advocacy Committees

Raise awareness of CFUW National Resolution process

Encourage members to attend BC Council Annual General Meeting and report back to Club – (Note: Club funds four registrations and two hotel rooms)

Encourage at least one delegate to attend CFUW National – paid for by Club and Gladys Utendale Fund for two registrations and one hotel room. President or delegate reports back to club.

When appropriate, take action with government at all levels - For example, Letters to Mayors, MLA's, MP's.

Inform media about CFUW resolutions

Link with other community organizations with goals similar to ours.

Involvement in Community Affairs, Education and Environment Committees; Food Bank;

Friends of White Rock library.

Transfer of funds to support community projects

Zoom in special meeting for those interested in learning more about resolutions and resolution Process

Ensure members have log in information to our club, BC Council website, and CFUW National member site (add this information to the directory).

Raise awareness of Zoom webinars by National and BC council – send E Blasts to share information.

GOAL C - SUPPORT OF EDUCATION

Actions to Achieve the Goal of Support of Education

Actions to Achieve the Goal of Support of Education

Ensure that there are funds to support bursaries

Apply for Gaming Funds

Support Fundraising

In Memoriam donations

Birthday Doantions

Fundraising Coordinator role on board or on an adhoc committee

E Blasts to raise awareness of educational opportunities.

Encourage members to attend educational events: For example: TALK

GOAL D – SUPPORT OF EFFECTIVE GOVERNANCE, STRUCTURE AND GROWTH

Actions to Achieve the Goal of Support of Effective Governance, Structure and Growth

Keep Club accounts, advise Club on financial matters and report regularly.

Prepare plan and present to Club for approval.

Familiarize club with the strategic plan and use to guide activities.

Ensure that Strategic Plan is followed. Review at board meetings on a regular basis. Update every 5 years or as needed.

Oversee establishment and maintenance of electronic social media for members.

Use Resource Handbook for Board orientation.

Ensure all members know about the Strategic Plan and where to review it by: presenting at AGM annually, putting the Strategic Plan document in the directory and in resource manual, use in Orientations with incoming chairs

Participate in outreach events

Encourage diversity among membership – events for inclusion