

DEPARTMENT OF MINNESOTA

STRATEGIC PLAN

GOAL: Develop a Department structure that meets the needs of current and prospective members, results in an annual net gain in membership and facilitates the greatest opportunity for financial stability

STRATEGY 1. Develop a membership organization structure which offers the needed flexibility to attract and retain members.

Tactic 1. Conduct state-wide analysis of all Reserve units, to include location and number of officers.

Tactic 2. Identify centers of gravity which would support the establishment of a member organization.

a. Unit Based (e.g. 88th RSC, FH23, Surface Fleet)

b. Geography Based (e.g. Rochester, Duluth, County, Congressional District, Zip Code)

c. Virtual (align non-metro members not within commuting distance of an existing chapter)

Tactic 3. Draft language in Department Bylaws to support the establishment of virtual chapters

Tactic 4. Evaluate Department web site for ability to support chat rooms and bulletin boards

STRATEGY 2. Review Department Board composition and roles/responsibilities of the members.

STRATEGY 3. Review Department Committee function, organization, and roles and responsibilities.

Tactic 1. Build on existing Vision and Mission statements to increase the level of interoperability and synergy between all committees.

STRATEGY 4. Develop a program to take advantage of the skills and talents of past presidents at all levels of the organization.

Tactic 1. Survey past presidents for input on increased participation

Tactic 2. Provide representation for past president's organization on Board of Directors

STRATEGY 5. Develop a mechanism to ensure the long term financial viability of the Department

Tactic 1. Evaluate corporate sponsorship of specific activities or programs

Tactic 2. Evaluate the feasibility of establishing a Department Endowment Fund

Tactic 3. Evaluate member sponsorship of specific activities or programs

STRATEGY 6. Review and revise as necessary, the goal, strategies, and tactics of this plan on an annual basis.

Tactic 1. Include this strategy into the President's responsibilities as outlined in the Department Bylaws.

EXCOM REVIEW JAN 00

BOARD REIVEW FEB 00
