

Wisconsin American Legion Auxiliary Strategic Plan – Goal Champions and Strategy Captains RESTRUCTURE (V. 10-15-2015 updated)

Implementation Team: Teresa Isensee, Joyce Endres, Bonnie Dorniak, Jan Pulvermacher-Ryan, Julie Muhle; Advisors: Laura Calteux/Laurel DuBois

Goal #	Strategy	Goal Champion Impl Team Advisor	Strategy Captains and Team Members
1-Attain a Million Members	1A. Attract, engage, retain members	<b>Vacant</b> Teresa Isensee	Mary Petrie <b>Ruth Mengsol/Rebecca Hoffman</b>
1-Attain a Million Members	1B. Excel at communication		Jennifer Grinder and Bridget Cooke
1-Attain a Million Members	1C. Expand alliances		<b>Ann Rynes (resigned)</b> <b>Sheila Melby/vacant</b>
1-Attain a Million Members	1D. Encourage posts to form units		Amy Luft <b>Chrys Potter / Al Richards</b>
2-Culture of Goodwill	2A. Lead by example	<b>Sue Hembrook</b> Joyce Endres	<b>Vacant, previously Sue Hembrook</b> <b>Nellie DeBaker/Lilli Schwantes</b>
2-Culture of Goodwill	2B. Culture reflects core values		Char Kiesling <b>Beth Puddy/Shirley Krier</b>
2-Culture of Goodwill	2C. Build trust within Legion Family		Joanie Dickerson <b>Danyelle Thompson/?Bethany Fredericks</b>
2-Culture of Goodwill	2D. Reward positive behavior		Lorrie Barber <b>Kathy Sankey/Sarah Stiff</b>
3-Develop Leadership	3A. Create opportunities to identify/develop leaders	<b>Vacant</b> Bonnie Dorniak	Virginia Kodl (have not met) <b>Lori Reil/Sue Vorwald</b>
3-Develop Leadership	3B. Evaluate methods of appointing		Bonnie Jakubczyk <b>Mary Kurtz/Ruth Brasch</b>
3-Develop Leadership	3C. Evaluate election process		Judy Kuta <b>Linda Faas/Diane Billings</b>
3-Develop Leadership	3D. Reward leadership recruitment and development		Diane Weggen <b>Donna Wilhelms/Marla Knuettel</b>
4-Strengthen Dept/Units	4A. Promote training	<b>Becky Mueller</b> Jan P-Ryan	Deanna Farley <b>Zondra Morris (resigned)/vacant</b>
4-Strengthen Dept/Units	4B. Investigate ways to improve departments financial stability		Pat Smith <b>Becca Gleason/Kelli Mades</b>
4-Strengthen Dept/Units	4C. Reward districts that increase membership		Joan Chwala <b>Anna Rosemeyer/Karen Hansen</b>
4-Strengthen Dept/Units	4D. Evaluate district/county structure		Diana Sirovina <b>Kitty Larkin/Sharon Zales</b>
5-With the American Legion, Build Brand Loyalty	5A. Promote brand/mission	<b>Linda Coppock</b> <b>Vacant</b>	<b>Ann Lotter</b> <b>Loretta Shellman/Laura Mckenzie</b>
5-With the American Legion, Build Brand Loyalty	5B. Reward brand loyalty		<b>Danie Wilson</b> <b>vacant/Maggie Geiger</b>
5-With the American Legion, Build Brand Loyalty	5C. Expand PR/communications		April Kollmorgen <b>Mary Petrie/Karen Degner</b>

Members interested: Debi Stuvengen; Charlotte Eversoll; Barbara Ludka (with Linda Coppock team)