

Wisconsin American Legion Auxiliary Strategic Plan – Strategic Plan Team (V. March 31, 2017)

Implementation Team: Teresa Isensee, Joyce Endres, Laura Calteux, Jan Pulvermacher-Ryan and Julie Muhle

Strategic Plan Advisors: Laurel DuBois, Bonnie Jakubczyk and Bonnie Dorniak

GOAL 5	GOAL 4	GOAL 3	GOAL 2	GOAL 1
<b>With American Legion, Build Brand Loyalty</b>	<b>Strengthen Department and Units</b>	<b>Develop Leadership at all Levels</b>	<b>Create an Internal Culture of Goodwill</b>	<b>Enhance Membership Strength</b>
<b>Advisor Julie Muhle</b>	<b>Advisor Jan Pulvermacher-Ryan</b>	<b>Advisor Laura Calteux</b>	<b>Advisor Joyce Endres</b>	<b>Advisor Teresa Isensee</b>
<b>TEAM</b>  <b>Goal Champions</b> Linda Coppock Danie Wilson  <b>Members</b> Ann Lotter April Kollmorgen Loretta Shellman Laura McKenzie Maggie Geiger Karen Degner Ken Rynes	<b>TEAM</b>  <b>Goal Champions</b> Becky Mueller Judy Kuta  <b>Members</b> Pat Smith Diana Sirovina Donna Wilhelms Becca Gleason Kelli Mades Mary Krutz Kitty Larkin Sharon Zales	<b>TEAM</b>  <b>Goal Champions</b> Amy Luft Lorrie Barber  <b>Members</b> Sarah Stiff Kathy Sankey Deanna Farley Virginia Kodl Diane Billings Sue Vorwald Charlotte Eversoll	<b>TEAM</b>  <b>Goal Champions</b> Sue Hembrook Diane Weggen  <b>Members</b> Joanie Dickerson Danyelle Thompson Bethany Fredricks Nellie DeBaker Beth Puddy Shirley Krier	<b>TEAM</b>  <b>Goal Champions</b> Mary Petrie Char Kiesling  <b>Members</b> Sheila Melby Joan Chwala Debi Stuvengen Chrys Potter Al Richards Marla Knuettel Ruth Mengsol Rebecca Hoffman Anna Rosemeyer
<b>A. Promote brand identity and mission by increasing visibility in communities</b>	<b>A. Excel at Communication</b>	<b>A. Create opportunities to identify, develop and mentor leadership</b>	<b>A. Empower members at all ALA levels to champion goodwill to internal / external audiences</b>	<b>A. Promote membership and create opportunities to attract, engage and retain members</b>
<b>B. Promote Poppy Image to expand brand loyalty</b>	<b>B. Evaluate Election and Appointment Process</b>	<b>B. Junior Activities</b>	<b>B. Define, cultivate, sustain, and implement TAL family culture to fulfill ALA's Core Values</b>	<b>B. Reward and recognize members, units, counties, and districts</b>
<b>C. Expand internal and external public relations to communicate mission purpose</b>	<b>D. Evaluate units, county and district organizational structure</b>	<b>C. Promote training and mentoring at all levels</b>		<b>C. Expand internal and external alliances</b>
	<b>C. Investigate ways to improve Department's financial stability</b>			