

**Manitoba-Northwest Ontario Provincial Chapter  
Strategic Goals  
2018-2019**

Goals	Action Steps	Accountable	Relevance	Timeline
<b>1. Support and Encourage Membership Growth</b>	A. Manitoba-Northwest Ontario Provincial Chapter membership to experience a net positive by 2019 (Stretch Goal)	Organizer/Board Buddies/ Provincial Membership Committee/Local Chapter Membership Committees	Aligns with stretch goal set by International Chapter	2018-2019 – 9-10 new members Sept. 2018 – planning with Provincial Membership Committee Jan. 2019 – with Provincial Membership Committee host a “New Member” event in Winnipeg
	B. Identify non-initiating Chapters and assign mentors	Organizer/Provincial Membership Committee	Aligns with the “Proactive Leadership” as outlined at LEAD	Aug. 2018 – Identify Sept. 2018 – Planning Nov. 2018 – Appointment of mentors Feb. 2019 – Reports
	C. Develop a plan for public information sessions to promote the creation of a new Chapter in MB-NWON communities where P.E.O. Chapters currently do not exist	Provincial Board/Provincial Membership Committee/PPP Group	Following directions received from International Chapter at Convention of Provincial Chapter 2017	Aug. 2018 – request assistance from PPP group Sept. 2018 – planning with Provincial Membership Committee
	D. Encourage Chapters to reconnect with inactive members	Provincial Board	Responds to challenge in President’s incoming remarks.	Oct. 2018 – President’s Letter to Local Chapters Oct./Nov. 2018 – Official Visits and Board Buddy visits to local chapters

<p><b>2. Strengthen Provincial Chapter Leadership and Succession Planning</b></p>	<p>A. Complete and sign a 4-year contract for venue for Convention of Provincial Chapter</p> <p>B. Increase provincial committee members' awareness of the business of Provincial Chapter</p> <ul style="list-style-type: none"> <li>➤ Invite committee chairs to report in person at executive board meetings</li> </ul>	<p>Provincial Board/President</p> <p>Provincial Board/Provincial Committees</p>	<p>Support host chapters of Convention of Provincial Chapter in securing Convention venue</p> <p>Increase understanding of Provincial Board members' roles &amp; responsibilities</p>	<p>Sept. 2018 – sign contract</p> <p>Sept. 2018 – begin with Membership Committee. Continue through the year; invite 1 – 2 committees to a meeting.</p>
<p><b>3. Promote International Chapter, Provincial Chapter, Local Chapter and inter-chapter communication through technology and social media</b></p>	<p>A. Collect and analyze data from the Provincial Website regarding the usage of Provincial website resources</p> <p>B. Maintain or increase the use of electronic communication/social media to communicate with Local Chapters and members</p> <p>C. Establish a communication strategy to share potential project recipients' names between Provincial Project Representatives, MB P.E.O. Foundation &amp; local Chapters</p>	<p>Provincial Board/Provincial Webmaster</p> <p>Provincial Board</p> <p>Provincial Projects Committee/MB P.E.O. Foundation Board</p>	<p>Ensuring the website is user friendly</p> <p>Increasing communication and engaging membership using 21<sup>st</sup> Century technology</p> <p>Increase Chapter awareness of potential project recipients</p>	<p>July 2018 – install Google Analytics on the provincial website</p> <p>January 2019 – meet with webmaster to analyze data and consider/implement changes to the website</p> <p>Ongoing</p> <p>June 2018 – identification of need for strategy</p> <p>Sept. 2018 – discussion with Projects Committee</p>

<b>4. Raise awareness of the P.E.O. Sesquicentennial and the 150 Fund</b>	A. Provide information about the P.E.O. Sesquicentennial on a regular basis through the use of emails, President's Newsletters, Convention displays	President and MB-NWON Sesquicentennial Committee	Engaging general membership in celebrating the P.E.O. Sesquicentennial	Ongoing
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