

**League of Women Voters of New Mexico
STRATEGIC PLAN (2009-2011)**

GOAL I: To empower the public to participate in government

Objectives	Activities	Member/Committee Responsible	Current Status	Progress/Comments
<p>A. To be a key leader in the election process</p>	<p>1. Provide information through the LWVNM website, Voters' Key, media, and other appropriate sources; increase circulation of Voters' Key</p>	<p>LWVNM webmaster</p>	<p><i>Need Voters Key distribution ideas; need alternative to Salsa</i></p>	<p><i>Beginnings of a media list; see "Visibility" for more</i></p>
	<p>2. Continue activities related to the LWVNM redistricting study</p>	<p>Fair Representation Committee</p>	<p><i>Need plan wrt 2011 process</i></p>	
	<p>3. For 2010 election, develop Voters' Guide for statewide positions, post on LWVNM website, and provide to local Leagues for their Voters' Guides</p>	<p>Voters' Guide Editors/Committee</p>	<p>DONE! GOOD JOB!</p>	
	<p>4. Define role related to Census 2010 and carry out appropriate activities (e.g., providing links to Census 2010 websites via the LWVNM website)</p>	<p>Fair Representation Committee LWVNM Webmaster</p>	<p><i>Links were provided</i></p>	
	<p>5. Become a balanced source of information for the public, legislators, and election officials on improving the election process in New Mexico</p>		<p>Need to recruit Election Issues Chair</p>	<p><i>Need more specificity here; where are we not doing enough?</i></p>

Objectives	Activities	Member/Committee Responsible	Current Status	Progress/Comments
	6. Make better use of website by providing links on all communications and educating members about how and why to use the website.			<i>May belong under "Visibility"</i>
B. To protect voters' rights	1. Implement PAVP project 2. Continue to follow voter registration lawsuit 3. Monitor voter registration procedures at the state level		Gave PAVP \$\$ to Count Every Vote NM Lawsuit successfully concluded?	<i>Primarily in legislature? Be aware of any new developments w/ new SOS</i>
C. Reduce the influence of private money in New Mexico elections and government	1. Provide strong and visible support for election reform in New Mexico 2. Support creation of a state ethics commission 3. Support transparency initiatives proposed by the Governor's Ethics Task Force, including open conference committees and lobbyist identification	Action Committee	Action Committee has lobbied in support of all appropriate bills in this area	<i>Work with coalitions on these</i>

**League of Women Voters of New Mexico
STRATEGIC PLAN (2009-2011)**

GOAL II: To assist local Leagues and members at large in education, advocacy, action, and studies

Objectives	Activities	Member/Committee Responsible	Current Status	Progress/Comments
<p>A. As needed/requested, provide support and consultation to local Leagues</p>	<p>1. Elicit input from local Leagues</p> <p>2. Identify topics for state studies and share information with local Leagues through La Palabra, LWVNM website, and local League presidents</p> <p>3. Conduct state workshops, both internal (example: technical assistance) and external (lobbying)</p> <p>4. Through Action Committee, provide resource materials that can be provided to local Leagues</p> <p>5. Provide information about new technologies that facilitate League processes (example: electronic MAL units)</p> <p>6. Develop the Capwiz system for NM and educate League members about its use and importance in New Mexico</p> <p>7. Develop policies and procedures for revenue sharing</p>		<p>Lobbying Workshop on December 4, 2010</p> <p>Developed new MAL unit policies; nothing about electronic!</p> <p><i>Need alternative to Salsa</i></p>	<p><i>Many of these activities need to be written into various portfolios</i></p> <p><i>“Example” unhelpful; other technical info mostly coming the other way from local Leagues</i></p> <p><i>For example, Constant Comment is used by LWVSFC</i></p>

Objectives	Activities	Member/Committee Responsible	Current Status	Progress/Comments
	<p>8. Educate members on how to use LWVUS resources as well as state League resources</p> <p>9. Connect local League chairs in Voter Service and Communications with each other and with a state League board member to better share what all are doing, including developing relationships with County Clerks</p>		<p>“Board resources” web page continues to grow</p>	<p><i>What else should be on board resources page?</i></p> <p><i>Needs to be written into portfolios</i></p>

**League of Women Voters of New Mexico
STRATEGIC PLAN (2009-2011)**

GOAL III: To increase League visibility in New Mexico

Objectives	Strategies	Member/Committee Responsible	Current Status	Progress/Comments
A. To increase membership	<p>1. Form a LVWVNM communications committee and ask nominating committee to recruit a communications chair</p> <p>2. Continue to improve and utilize LVWVNM website to increase visibility of the League's work and membership opportunities</p> <p>3. Explore the development of a LVWVNM recruitment brochure or adding state and local NM League information to the new LVWVUS membership recruitment brochure</p> <p>4. Identify communities without Leagues; work with those communities and local Leagues who have done similar educational events in their own areas to provide an educational event.</p>	Lora Lucero	Recent enquiries from TorC, Farmington and Roswell	<p><i>New portfolio needed</i></p> <p><i>Forum in a Box? New policy on conducting forums might be useful, including detailed procedures</i></p>

Objectives	Strategies	Member/Committee Responsible	Current Status	Progress/Comments
B. To increase outreach and communication with legislators, government officials, media, general public, national allies, and potential members	1. Plan and conduct LWV 90 th anniversary activities 2. Continue to highlight League Day in NM 3. Promote or expand the LWVCNM Speaker's Bureau 4. Write letters to the editor 5. Meet with editorial boards 6. Use Capwiz	Action Committee	DONE Wrote some Abandoned.	<i>Need PR expertise on board</i> <i>Any specifics? For members or public?</i>