

League of Women Voters of New Mexico  
**STRATEGIC PLAN (2007-9)**

**Goal: To Increase League Visibility**

<b>Objectives</b>	<b>Strategies</b>	<b>Current status</b>	<b>Next steps</b>	<b>Responsibility</b>
<ol style="list-style-type: none"> <li>1. Grow membership</li> <li>2. Grow leadership</li> <li>3. Improve outreach and communication with legislators and government officials</li> <li>4. Improve outreach and communication with               <ul style="list-style-type: none"> <li>- media</li> <li>- Improve outreach and communication with general public</li> <li>- Improve communication with members</li> <li>- Improve outreach to national allies and potential members</li> </ul> </li> <li>5. Make League more effective</li> <li>6. Increase member buy-in and participation</li> <li>7. Raise more money</li> </ol>	<ol style="list-style-type: none"> <li>1. Internal changes to promote visibility               <ol style="list-style-type: none"> <li>a) Form communications committee</li> <li>b) Develop a clear, catchy League statement; “brand”</li> <li>c) Make website more effective</li> <li>d) Share revenue with local Leagues to increase League visibility</li> <li>e) Know and use LWVUS and other State League resources</li> </ol> </li> <li>2. Using education to increase visibility               <ol style="list-style-type: none"> <li>a) Promote or expand the LWVABC Speakers Bureau</li> <li>b) Combine efforts with local Leagues on voter education</li> <li>c) Initiate a “How to Get Elected” workshop</li> <li>d) Repeat successful workshops for the general public as well as members</li> </ol> </li> <li>3. Using advocacy to increase visibility               <ol style="list-style-type: none"> <li>a) Take advantage of hot issues to promote the work of the League</li> <li>b) Strengthen advocacy</li> <li>c) Write letters to the editor</li> <li>d) Meet with editorial boards</li> </ol> </li> <li>4. Increase membership               <ol style="list-style-type: none"> <li>a) Create a LWVNM recruitment brochure</li> <li>b) Publicize men’s role in League</li> <li>c) Provide training on leadership and advocacy.</li> <li>d) Run more internal workshops (PR, leadership)</li> <li>e) Increase effectiveness of La Palabra</li> </ol> </li> </ol>	<ol style="list-style-type: none"> <li>1c. Website exists</li> <li>1d. Money to share exists</li>   <li>2a. LWVABC has Speakers Bureau</li>   <li>2d. Lobbying workshops are public</li>   <li>4c. Annual lobbying workshops</li>   <li>4e. Need permanent editor</li> </ol>		

**Goal: To be key leader on election process**

Objectives	Strategies	Current status	Next steps	Responsibility
<ol style="list-style-type: none"> <li>1. Empower NM voters through education and advocacy to fully exercise their rights as citizens</li> <li>2. Reduce the influence of private money in NM elections and government</li> </ol>	<ol style="list-style-type: none"> <li>1. Increase usefulness, visibility and circulation of Voters Key</li> <li>2. Publicize Fair Representation study, forums and informational materials to public</li> <li>3. Become a source of good information for the public, legislators and election officials on improving election processes in NM               <ol style="list-style-type: none"> <li>a) Understand and promote efficient manual audits</li> <li>b) Help with recruitment of poll workers</li> <li>c) Interpret the League's SARA principle in the context of current NM process</li> <li>d) Establish good relations with County Clerks</li> </ol> </li> <li>4. Provide strong and visible support for the current reform efforts in NM               <ol style="list-style-type: none"> <li>a) Support public financing for state-level campaigns, including legislative</li> <li>b) Support legislative remuneration to reduce dependency of legislators on corporate financing</li> <li>c) Seek coalition partners to support these objectives</li> </ol> </li> <li>5. Support transparency initiatives proposed by the Governor's Ethics task force               <ol style="list-style-type: none"> <li>a) Open conference committees</li> <li>b) Lobbyist identification</li> </ol> </li> <li>6. Monitor state legislative action to ensure that all eligible voters have access to the election process               <ol style="list-style-type: none"> <li>a) Voter ID</li> <li>b) Election equipment</li> <li>c) Audits</li> </ol> </li> </ol>	<ol style="list-style-type: none"> <li>1. Where currently distributed?</li> <li>2. Study is under way</li> <li>3a. KC working with United Voters of NM on this</li> <li>3d. These exist where we have local Leagues?</li> <li>4a. Action committee priority?</li> <li>4b. LWVNM position</li> <li>4c. Grassroots lobbying effort for 2008?</li> <li>6a. Yearly battle!</li> </ol>		