



## STRATEGIC PLAN: 2023-2024

### **Our Mission: *Empower Voters and Defend Democracy***

We envision a democracy where every person has the desire, the right, the knowledge and the confidence to participate.

### **Our Values: *LWVMI will demonstrate* .....**

Respect for all	Non-partisanship
Democratic principles	Transparency/openness
Integrity	Civility
Diversity	Informed leadership and members
Volunteerism	Empowerment

### **Our Vision: *LWVMI will be seen as...***

- ...a “go to” organization
- ...a respected source of balanced, factual information on public policy
- ...an advocate for, and protector of, voter rights
- ...a relevant, respected and influential voice advocating for change
- ...committed to empowering local Leagues, LWV members and communities
- ...a growing and strengthened presence promoting civic engagement and civil discourse
- ...a key player in monitoring implementation of the Michigan Independent Citizens Redistricting Commission

## GOVERNANCE

1. Board structure: review the issues of a governing board vs a working board and develop long-range plans to simplify the demands on board members.
2. Development: create a plan for funding to provide greater administrative support and long-term health of LWVMI. The plan can include hiring someone to create the long-term plan.

## MEMBERSHIP

1. Expand LWVMI and local League capacity for promoting and sustaining organizational growth. Continue to engage local Leagues in Membership and Leadership Development (MLD) program with emphasis on Diversity, Equity and Inclusion (DEI).

2. Continue to Integrate MLD and DEI principles with LWVMI Board and Nominating Committee culture. Develop and implement regional or virtual training opportunities that respond to identified needs for skill and capacity building.

## COMMUNICATION

1. Develop the role of the Communications Committee
2. Communicate effectively with internal and external audiences.

## VOTER SERVICES

1. Educate to create a more informed and engaged electorate.
2. Support local Leagues Voter Services and Vote411 Admins with elections in their areas.
3. Provide Michigan voters with Vote411 information on elections for federal, state, and local offices as well as ballot proposals.
4. In 2024, coordinate and maximize MLive's involvement with Vote411 to ensure efficient communication and eliminate duplication with local Leagues.
5. Determine potential staffing needs to assist in reducing the volunteer burden, increase efficiency and effectiveness of the voter services and VOTE411.

## PROGRAM COMMITTEE

Ensure that a DEI lens is used in all program planning.

## ADVOCACY

1. Use public advocacy to bring about change that supports the mission.
2. Advocate on Issues for which LWVMI has positions, with emphasis on priority issues.
3. Educate and engage members and the public about advocacy issues.

## OBSERVER CORPS

1. Connect local Observer Corps through a local League network.
2. Build knowledge of best practices based on experiences across the state.