



American Legion Auxiliary 2019-20 Centennial Strategic Plan **Here's the [January 29, 2016](#) update about what's happening to achieve the 5 Goals!**

To 2015-2016 ALA leadership - Welcome! Each month the Strategic Planning Team sends out a Centennial Strategic Plan leadership update. We include accomplishments and any note-worthy movement strategy teams accomplish and how it affects the overall plan.

In 2014, the American Legion Auxiliary National Executive Committee adopted the vision for what the American Legion Auxiliary needs to look like by our 100th anniversary to remain the world's largest patriotic women's service organization advocating for veterans. To realize this vision, we must achieve the 5 goals of the 2019-20 Centennial Strategic Plan adopted by the NEC.

Vision: By 2019-20, the American Legion Auxiliary's million members will be making a difference for veterans and their families in every neighborhood.

Goal 5: With The American Legion Build Brand Loyalty

Goal 4: Strengthen Departments and Units

Goal 3: Develop Leadership at All Levels

Goal 2: Create an Internal Culture of Goodwill ... and if we achieve these 4, we can achieve

Goal 1: Attain a million members (and over 6 million are eligible to join the ALA!)

Support of the Centennial Strategic Plan and for resourcing the Plan was resoundingly supported by the 2014 and 2015 National Convention as well as the NEC. Some 200 initiatives are in the works to implement the nearly 30 strategies supporting the 5 main goals. Leading the efforts to implement the initiatives are some 135 ALA members serving as Strategy captains and team members, Goal champions, and Implementation Team members, meeting via email and conference calls, and representing all levels of the organization.

A lot is going on to build the capacity of the ALA to be able to deliver our mission and become the great 2020 vision of making a difference for veterans and their families in every neighborhood. These 5 goals are our top priority. Read on, and be part of it all!

Goal 5: With The American Legion Build Brand Loyalty

- 5-A: This team has been pumping out promotional materials like crazy! Branded ALA table clothes have been ordered for public relations use at internal and external events and for ALA's Washington D.C. office. Members of the 5-A team are also working on creating a new initiative that would allow SAL members under the age of 18 to participate in the ALA Junior Patch Program. Stay tuned for details!
- 5-C: Our new #ALARockStars Facebook page has launched! Please go like it: <https://www.facebook.com/ALARockStars?ref=hl> and start recognizing members in your Department or Unit that are exemplary stewards of the ALA mission by using the #ALARockStars in your social media posts.
- 5-E: Have you visited www.ALAforVeterans.org website lately? There are over 2,000 documents available to ALA members on the National website! The National website is a wealth of knowledge and this team is working hard to make sure our members know how to use it as a training tool and informational center.

Goal 4: Strengthen Departments and Units

- 4-A: There has been some serious initiative construction going on with this team! We can't wait to see what they start working on for the next update.

- 4-B: Spreading awareness about the National website www.ALAforVeterans.org and creating tools to help members engage and retain new members is on the agenda for this team. There is a lot of collaboration going on between this team and other strategy teams to complete these projects!
- 4-D: Once your department has come up with their own 5-Year Strategic Plan or adopted the national plan and has started implementing the plan, your Department is eligible for monetary awards up to \$1,000 per year! The ALA Centennial Strategic Plan Department Achievement Award application and instructions can be found here: www.alaforveterans.org/awards/ Discussions have started for the Phase II Award Form so be sure to submit your form for Phase I ASAP!

Mid-Year Strategic Planning reports were collected and the 4-D team members are reviewing the results and will be reaching out to Departments based on their individual needs. Thank you to those who took the time to complete and submit the report!

- 4-F: This strategy team has been tasked with assessing current ALA programs by surveying Department Secretaries and Chairman. Stay tuned for their findings!

Goal 3: Develop Leadership at All Levels

The Goal 3 team has been focused on looking at each of the recommendations in the Organizational Effectiveness Assessment, conducted by Johnson Grossnickle & Associates (JGA), to be sure that any recommendations related to Leadership are addressed in at least one of their strategies or initiatives. This team has created an extensive document that contains comparisons of the JGA recommendations and every Goal 3 strategy. Some of the areas of importance as related to this Goal are:

- How we select leaders
- How we identify and train leaders
- The diversity of our leaders
- The lack of continuity and need to focus on strategic initiatives rather than unique annual changes
- Clarity of Roles

Based on these findings, Strategy 3-C has been researching and comparing other membership organizations' training tools and leadership selections processes with the ALA's.

3-D: In an effort to promote leadership skills throughout the ALA, National President, Sharon Conatser will be recognizing those women who are nominated by their fellow members for having implemented or having displayed leadership qualities that help us to build a strong organization. The first National President Shout Out was posted on the National President's Facebook page on January 14th! Within five hours there were 33 likes, 17 comments, and 22 shares!

Goal 2: Create an Internal Culture of Goodwill

- 2-D: This team is full of busy bees that have been collaborating with other strategy teams to get projects accomplished! They are working on a New Member Mentoring Checklist and a welcome letter to new members. Great Teamwork 2-D!
- 2-E: After reviewing the Organizational Effectiveness Assessment and identifying recommendations that have not been addressed in Goal 2 initiatives, this team has decided to create a new initiative under their strategy, "Implement best practices to achieve cultural change." It will tackle the idea of "my" within the ALA culture. For example, "my year", "my theme", and "the years on my membership card". This will be the most challenging initiative for this team and will take time and a lot of collaboration from other teams.
- 2-F: This team will be combining with other reward teams to create an effective award system across the Strategic Plan.

Goal 1: Attain a Million Members

- 1-A: This team is in the process of collecting interests of members and potential members via an online interest form to connect them with the appropriate Department representatives to best address their needs and interests. 1-A is also collaborating with Strategy 1-B to update the 2010 list of military installations as an initial step in creating alliances with military installations along with a “how to” to reach active, multi-cultural military families and address their specific needs. Additionally, this team is ensuring that all Department contact information is correct, current, and available on the national website; this is no easy task! Thank you for taking that on 1-A!
- 1-B: This team is breaking the barriers for multi-cultural members! A Spanish membership application is now available on the National website, www.ALForVeterans.org. ¡Bien hecho! Well done!
- 1-E: In an effort to build the ALA brand, increase funding, and expand membership, this team has begun brainstorming potential strategic alliances with National Headquarters staff members. This will be a large undertaking in 2016 and we thank 1-E for initiating this project!

Just a couple of Centennial Strategic Plan reminders as you all continue your great efforts:

1. Make sure to copy **StrategicPlan@ALForVeterans.org** on meeting requests, meeting notes, etc.
2. Be sure to send your specific questions about work plans, the overall plan, or similar inquiries to **StrategicPlan@ALForVeterans.org** so that we have centralized tracking of all of the components and action going on with the Strategic Plan.

Yes...it's a really big undertaking, and vital if we are going to be here for another generation of veterans. Remember, achieving Goals 5, 4, 3, and 2 will make it possible to get to Goal 1 – Attain a Million Members. We can do this if we work together. Let's all be Goal 2 stewards and keep up the good work!