

THE VOTER

Special Edition

ReVisioning, Reinventing, ReInvigorating and Relevancy

“The 4R process will be the major focus of LWVMC in 2011-2012, in addition to maintaining our most important current activities”.



Message from the President of LWVMC Kitty Burcsu

The 4R process will be a major focus of LWVMC in 2011-2012, in addition to maintaining our most important current activities. During the annual Meeting you had an opportunity to tell us what you think is most important to continue this year and in the future. The results of those group discussions are detailed on pages 3 through 5. The Board reviewed your comments during its planning session on June 27 and finalized plans for the year. The results of the Board planning session are detailed on pages 6 and 7.

We can focus on both 4R and maintain our most important activities with your help! The 4R Committee welcomes additional members. The revised 4R Committee description can be found on page 2. An extensive listing of other volunteer needs is listed on pages 8, 9 and 10. Finally a 4R Pledge Form can be found on page 11. Call, e-mail or mail the Pledge Form to Amy and tell us how you want to be involved. This is a critical year for the future of our organization. Your skills, energy and commitment to LWVMC are more important than ever.

Thank you!

This is the special edition of The VOTER that highlights what we **were** calling the “3R Process.” (Re-visioning, Reinventing and Reinvigorating LWVMC) However, when the committee held its first meeting on July 11, much of its discussion focused on another “R” – **Relevancy**. Relevancy is the essence and goal of what this in-depth examination of all aspects of LWVMC is really about. When the League of Women Voters was created, its mission and charge were clear and unique: help 20 million women carry out their new responsibilities as voters. 90+ years later, the unique role and relevancy of the League is not as clear. Scott Britton articulated the “relevancy challenge” in the State of the League Report at the Annual Meeting. (See the July VOTER for the State of the League Report.) As a result of its discussion the committee has now become the **4R Committee** and all of the earlier documents have been changed to reflect the committee’s focus on **relevancy**.

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Assuring Relevancy by ReVisioning, ReInventing, ReInvigorating LWVMC

4R Committee Description

Board Committee, composed of Board and off-Board members, charged with creating a viable long-term strategy to sustain LWVMC. Organizational and operational aspects to be examined include but are not limited to:

- ❖ Defining the organization, its product, how it has changed since its inception and the unique niche it has or can have in the community today;
- ❖ Reviewing all current activities for relevancy, appeal to the community and to the membership;
- ❖ Streamlining Board/staff positions including Board restructuring and the creation of a president-elect position;
- ❖ Membership development to include:
 - making LWV attractive enough to appeal to all ages;
 - leadership development and leadership opportunities;
 - increasing diversity within the organization and on the Board;
- ❖ Marketing to the public and the membership that includes defining benefits of membership and importance of being a League member;
- ❖ General marketing and PR to achieve greater visibility and recognition within the community.

Committee members must think boldly and creatively to envision the future. Committee will regularly report activities and findings to full Board and membership. Committee will complete the 4R process no later than the date of the 2012 Annual Meeting.

Typical tasks will include:

- ❖ Finalizing the scope of and topics to be addressed in the 4R process;
- ❖ Determining a timeline/meeting schedule to complete the 4R process;
- ❖ Becoming knowledgeable about current trends in non-profit organizations with a particular emphasis on membership organizations;
- ❖ Identifying and selecting a consultant to facilitate the 4R process;
- ❖ Serving as the group to work with the consultant throughout the process to:
 - Investigate how other Leagues and community organizations have dealt with similar situations;
 - Formulate interview questions to be asked of community leaders and other outside stakeholders;
 - Conduct community leader and stakeholder interviews;
 - Analyze information gathered from interviews;
 - Gather information from current/past membership;
 - Recommend strategies and timeline in response to identified issues, information and findings;
 - Assist in preparation of consultant's report;
 - Present report including implementation plan and how it will be monitored to Board and to membership;
- ❖ Identifying/implementing ways of engaging and informing the membership throughout the process.

LWVMC Members Speak Out At Annual Meeting

Results Of The Group Discussions On 2011-2012 League Activities Arranged By Topic

Rank of Activity	Number of Votes to Keep
<u>Voter Service:</u>	
1. Voter Information Bulletin (VIB) Comments: <ul style="list-style-type: none">• Explore modern technology/modern ways to deliver to more;• Long-term VIB is iffy but for now very important;• Takes lots of Amy's time; Dispatch charges \$5000; \$500 for delivery;• Timing with people voting early;• High visibility;• Volunteers to distribute could be improved;• Popular in community;• Something we're known for; we're seen as important.	10
2. WBNS 10TV Phone Bank Comments: <ul style="list-style-type: none">• Keep it; It's Important;• High visibility; (2)• A good way to get new members involved;• Public service; no cost.	10
3. Candidate Forums Comments: <ul style="list-style-type: none">• Some forums have great turn out;• Little cost involved; mostly run by volunteers-depends on who is running site;• Not sure about visibility for LWV;• How does it contribute to League's survival?• Could show debates on League's website to reach young voters – could be a class project;• Internet is way to go in the future;• Concept is good but many poorly attended;• Keep 3 or 4 best attended locations;• Timing – Jewish Holidays are out;• Try to build them up;• Hard to incorporate new inexperienced groups;• They're trying to regroup and evaluate; will make decision in a year.	5
4. General Voter Service Comments: <ul style="list-style-type: none">• Core plank of League; staff costs;• Amy – website current; recruits speakers.	5
5. Other: New Election Laws Education Comments: <ul style="list-style-type: none">• Need to educate people about new election laws this year.	5

LWVMC Members Speak Out At Annual Meeting, continued

	Rank of Activity	Number of Votes to Keep
6.	Civic Directory Comments: <ul style="list-style-type: none"> • We put it online this year – how many accessed it? • Better on internet; • Directory not always up to date; • Others are making directories; no need to duplicate. 	0

Advocacy:

1.	Advocating/Action Alerts Comments: <ul style="list-style-type: none"> • New member education very important; continue; • The league is “all over the place”. Pick a few things each year; and really go for it, rather than doing lots but nothing with particular focus or results; • League needs to be more visible in advocating for election/voting issues. 	4
2.	Positions Comments: <ul style="list-style-type: none"> • Essential to give meaning to studies. 	2
3.	Studies Comments: <ul style="list-style-type: none"> • Very important – though not every year; • Let’s not get caught up in the league “study” definition. Let’s focus more on just educating ourselves about the issues we’re interested in. 	2
4.	Legislative Interviews Comments: <ul style="list-style-type: none"> • Yes – part of advocacy 	2

Education:

1.	Education Events Comments: <ul style="list-style-type: none"> • Who is our audience? Reach public or enhance member experience? • What topics should we be covering? Can we educate when we have a position? Or when it is based on a state/national position? • It is important to educate people on what their rights are and what legislative changes are that are proposed; • Very important; • Prefer at least 2 a year – one past DIA person and one other. 	6
2.	General Meetings Comments: <ul style="list-style-type: none"> • An educational event as needed/desired. 	4

LWVMC Members Speak Out At Annual Meeting, continued

Rank of Activity	Number of Votes to Keep
3. Units Comments: <ul style="list-style-type: none"> • Meetings sound good and we remember them fondly, but we ourselves don't attend. Does anybody go to meetings anywhere anymore? • Yes 	3

Membership/Member Services:

1. VOTER Comments: <ul style="list-style-type: none"> • Important for membership Committee; • Works well; • Archive of Activity; • 10 times is too often? (Inconclusive discussion on how many issues) 	7
2. New Member Orientation Comments: <ul style="list-style-type: none"> • No support. 	0

Other:

1. Holiday Party Comments: <ul style="list-style-type: none"> • Everybody likes this. • 	7
2. Democracy In Action Comments: <ul style="list-style-type: none"> • Prestigious recognition; • We know what we're doing; • Most visible; • Special invitation for new members. 	5
3. Friends Letter Comments: <ul style="list-style-type: none"> • Letter a good idea. 	5

Results of the Group Discussions Arranged By Ranking of Activities In All Categories

1. Voter Information Bulletin	10	10. Friends Letter	5
2. WBNS 10TV Phone Bank	10	11. General Meetings	4
3. VOTER	7	12. Advocating/Action Alerts	4
4. Holiday Party	7	13. Positions	3
5. Education Events	6	14. Units	3
6. Candidate Forums	5	15. Studies	2
7. General Voter Service	5	16. Legislative Interviews	2
8. New Election Laws Education Campaign	5	17. New Member Orientation	0
9. Democracy In Action	5	18. Civic Directory	0

Results of LWVMC Board Planning Meeting July 27, 2011

<u>Activity</u>	<u>Keep</u>	<u>Who</u>	<u>Comments/Recommendations</u>
VIB	Yes	Amy, <i>Dispatch</i> , Volunteers	4R – Explore different partnership with <i>Dispatch</i> for future
WBNS 10 TV Phone Bank	Yes	Volunteer Coordinator/ Volunteers	No-brainer; great visibility; short-term; volunteers enjoy
VOTER	Yes	Jean Byrd	Consider shorter issues and use to drive readers to website; 3R- consider whether/how to use VOTER as marketing tool
Holiday Party	Yes	Mary Kaul Lucy/David Buzzee	Members enjoy; generates \$; keep live auction; focus silent auction on “services” & “skills” members can share i.e. cooking lessons, computer repair, etc.
Education Events	Yes	Education Committee	Includes General Meetings which are Education Events
Candidate Forums	Yes	Janyce Katz,	Already in process for 2011; Amy’s time minimal because of consortium staff person; focus on finding League volunteers to work with each site coordinator to help ensure well-planned and executed forums
General Voter Service	Yes	Amy	Only person who can do this year
New Election Laws Education Campaign	Yes	Education Committee	Could be topic of Education Event

Results of LWVMC Board Planning Meeting July 27, 2011, continued

<u>Activity</u>	<u>Keep</u>	<u>Who</u>	<u>Comments/Recommendations</u>
Democracy In Action	Yes	Chair & Committee	Major fundraiser-need to keep; explore how to cut expenses, i.e. site & food; need to identify chair ASAP
Friends Letter	Yes	Amy Development Committee	Easy and generates \$\$
General Meetings	Yes	Education Committee	Drop term; general meetings are education events
Advocating/Action Alerts	Yes	Advocacy Committee	Focus of advocacy to be determined in future Board discussion
Positions	Yes		Regional planning/land use consensus anticipated.
Units	Yes	Helena Schlam, Danielle Smith	Consider new site for Dinner Unit
Studies	Yes	Ellen Haider Judy Brachman Land Use Committee	In progress with active committee
Legislative Interviews	None anticipated		
New Member Orientation	No	Membership Committee	“Orientation” to be replaced by “nurture”; Focus of committee TBD during July Board discussion
Civic Directory	No		Easier to obtain current info on web

All Talk - Now Action Volunteer Activities for 2011-2012

LWVMC Members,

As stated at the Annual Meeting, the staff hours for the League are being reduced from 30 hours per week to 20 hours per week during the months of August through May. There are many reasons for the cut-back in hours that benefit both the League and me; however the down side is that the work still must get done. Therefore, I am going to be relying more on the League members for your help in getting it all done. Below is a list of many activities I'm looking for volunteers to take part in over the next year. This list is not all-inclusive and more requests will be sent out throughout the year. **If you are interested in volunteering in any of these roles or would like more information, please contact me at 614-837-1089 or vote@lwvc.org.** I look forward to working more with members this year. We can all work together and make this year a success.

Amy Pulles, LWVMC Office Administrator

✓**Job Title:** Candidate Forum Site Representative

Time Frame: August - October

Estimated Hours of Commitment: 4-8 Hours

Job Description: Serve as a representative from the League of Women Voters in assisting the site chair at 1 or more candidate forums in the following tasks: assist in providing refreshments for event, serve as a greeter or assist in securing greeters or time keepers for event, serve as a question screener, and assist in any general tasks that the site is in need of help.

Training: A specific training session is not necessary for this volunteer task, however, the League Administrator is always available to assist all volunteers and answer any questions they may have.

Volunteers Needed: 1 at each forum

Location: Forum Location (locations and dates will be sent to membership once they are available.)

✓**Job Title:** Voter Information Bulletin (VIB) Sales Coordinator

Time Frame: September, 2011

Estimated Hours of Commitment: 4 Hours in Total

Job Description: Contact area businesses and organizations that have received or purchased our VIB in the past and ask if they would like them again this year and if so, how many they would like.

Training: Training will include a phone conversation with Amy to go over all the information you will need to have when making sales calls.

Volunteers Needed: 1

Location: This task can be completed at your home.

✓**Job Title:** VIB Deliveries

Time Frame: 1-2 days within the first 2 weeks of October, 2011

Estimated Hours of Commitment: 1-2 Days

Job Description: Deliver VIB's using your own car to area businesses and organizations that have requested them. The VIB's will be dropped off at your home.

Training: You will receive all the information you will need to make deliveries.

✓**Job Title:** VIB Proof-Reading

Time Frame: One evening in Mid September

Estimated Hours of Commitment: 3 Hours in one evening

Job Description: Compare the survey responses from candidates to what has been entered into the VIB and ensure that entries are exactly as they appear on the surveys from candidates.

Training: The necessary training will be given the evening of the proof-reading, which is always held at Amy's house and includes dinner.

Volunteers Needed: 2-4

✓**Job Title:** VIB Mailing

Time Frame: 1 afternoon in August (most likely late August)

Estimated Hours of Commitment: 3 Hours in one afternoon

Job Description: Assist Amy in stuffing/sealing/labeling VIB surveys to candidates

Training: No training is needed for this activity

Volunteers Needed: 3

Location: Central Meeting location TBD

Volunteer Activities for 2011-2012, continued

✓**Job Title:** Candidate Forum Invitation Mailing
Time Frame: 1 afternoon in August (most likely late August)
Estimated Hours of Commitment: 3 Hours in one afternoon
Job Description: Assist Amy in stuffing/sealing/labeling candidate forum invitations to candidates
Training: No training is needed for this activity
Volunteers Needed: 2
Locations: Central meeting location TBD

✓**Job Title:** Phone Bank Coordinator
Time Frame: October/November through Election Day
Estimated Hours of Commitment: 8 Hours
Job Description: Encourage members to sign up to answer phones at the WBNS 10-TV phone bank on Election Day. Coordinate volunteers to fill all the available timeslots and ensure each receives the information email which includes all the information they will need for this volunteer activity.
Training: A phone training will be available.
Volunteers needed: 1
Location: Volunteers home and the WBNS 10TV Studio

✓**Job Title:** Phone Bank Shift Volunteer
Time Frame: Election Day (2 hour shifts)
Estimated Hours of Commitment: Minimum of one 2 hour shift on Election Day
Job Description: Answer phones at WBNS 10-TV on Election Day. You'll answer questions such as "where do I vote," and "when are the polls open." Computers are available to you to look up answers to all the questions.
Training: You will receive an email with information you will need to have for this volunteer activity and you will receive on-site training on how to answer the questions from callers.
Volunteers Needed: 20
Location: WBNS 10TV Studio

✓**Job Title:** Holiday Party Committee Member
Time Frame: November 2011
Estimated Hours of Commitment: 3-5 hours throughout November

Job Description: Assist the other committee members in securing auction items for the Holiday Party. This is done by calling local businesses and asking for donations of items that can be auctioned at the party.
Training: No training is necessary for this volunteer activity.
Volunteers Needed: 5

✓**Job Title:** Democracy In Action Program Book Editor
Time Frame: March-April 2012
Estimated Hours of Commitment: 15-20 Hours
Job Description: Create the program booklet for DIA. This usually includes updating standing pages, creating new pages that add to the booklet, and draft bios for Honorary CoChairs (usually drafted from bios found online about CoChairs).
Training: Training/Assistance will be available from Amy.
Volunteers Needed: 1
Location: Volunteers home

✓**Job Title:** Democracy In Action Honorary Selection Committee Member
Time Frame: 1-2 Evenings in September
Estimated Hours of Commitment: 2-3 Hours
Job Description: Meet with other members of the Honorary Selection Committee to discuss and select a potential honoree for DIA 2012.
Training: No training is necessary for this activity.
Volunteers Needed: As many as possible
Location: Meeting place TBD

✓**Job Title:** Democracy In Action Corporate Sponsorship Committee Member
Time Frame: October -April
Estimated Hours of Commitment: 10-15 hours throughout the time frame
Job Description: Assist other members of the Corporate Sponsorship Committee in contacting area businesses and encouraging them to become sponsors of DIA 2012. This committee is also responsible for researching new businesses to solicit for sponsorship.
Training: Training/guidance will be provided by members of the committee who have previously served on the committee.
Volunteers Needed: As many as possible
Location: Meeting locations TBD

Volunteer Activities for 2011-2012, continued

✓**Job Title:** Democracy In Action Hospitality
Time Frame: May, 2011 (at event only)
Estimated Hours of Commitment: 3 Hours
Job Description: Welcome guests as they enter the Democracy In Action Event, guide them to the registration table, drink table, food, etc.
Training: No training necessary.
Volunteers Needed: 4-6
Location: At DIA Event

✓**Job Title:** Democracy In Action Coordinating Committee
Time Frame: October -May
Estimated Hours of Commitment: 8 Hours
Job Description: Work with other committee members at researching alternative venues, selecting a venue, selecting caterer and arranging food/drinks and all other tasks involve in venue/caterer.
Training: No training necessary.
Volunteers Needed: As many as possible
Location: Meeting locations TBD

We are also looking for League members to serve on one of our committees. Below is a list and short description of each of our committees that we could use your help in.

Membership Committee: Responsible for recruiting and retaining members in the League of Women Voters of Metropolitan Columbus.

Educational Events Committee: Responsible for the development and implementation of the general membership meetings, unit meetings, public forums, and any other educational event held by the League of Women Voters of Metropolitan Columbus.

Advocacy Committee: Responsible for advocating on the local level on issues of importance to our members. Any advocating done by the committee must be in agreement with local, state and national positions.

Technology Committee: Responsible for advancing technology within the League of Women Voters of Metropolitan Columbus. Oversees the website and computer equipment used by the League.

Voter Service: Responsible for all voter service activities such as the Voter Information Bulletin, Central Ohio Civic Directory, Speaker's Bureau, Voter Registration Drives, and the Franklin County Consortium For Good Government and all special voter service projects.

Development Committee: Responsible for fundraising activities of the League, including, Democracy in Action, Holiday Auction, and Friends Solicitation. Also responsible for creating new funding opportunities.

Finance Committee: Responsible for an on-going internal review of the fiscal policy and procedures of the operating fund of the LWVMC and the educational fund of the LWVMC and to serve as a sounding board for the general membership. The Committee shall be responsible for developing fiscal management policies and pro

Budget Committee: Responsible for creating the MC and EF Budgets in the Spring of each League year.

If you are interested in filling any of the volunteer roles detailed above and/or serving on one of the many committees of the League of Women Voters of Metropolitan Columbus, please contact Amy at 614-837-1089 or vote@lwvcols.org.

We need you!
Amy Pulles
LWVMC Office Administrator



4R Pledge Form

Yes, count on me to help during this important year of **Assuring Relevancy by Revisioning, Reinventing and Reinvigorating** LWVMC. I will do the following: (Check all that apply)

_____ Serve on the 4R Committee

_____ Serve on the Board for 1 year (2011-2012) as an appointed Trustee

_____ Chair a League event or activity

Preference _____

_____ Help with a League event or activity

Preference _____

_____ Serve as a "sounding board" and provide feedback on direction, ideas, etc. that will emerge during the 4R process

_____ Make a financial contribution to help with a consultant's costs

_____ Consider serving on the Board next year (2012-2013) to help implement the results of the 4R process

_____ Maintain my membership in and support of LWVMC during this transition

_____ Other Please specify)

Additional Comments or direction to the Board.

Name _____

Phone _____

E-Mail _____

**Please contact Amy with your response.
You can email* your decisions to Amy,
vote@cols.org**

or

**mail this form to Amy,
League of Women Voters
of Metropolitan Columbus**

P.O. Box 130

Blacklick, Ohio 43004-0130

**Thank you for your support and commitment
to LWVMC**

* To email this form: This comes to you as a pdf document. If you have trouble emailing the completed form, send an email to the editor and ask for the 4R Pledge as a 'word' document.

Jean Byrd, editor VOTER
jeanbyrd@sbcglobal.net

Upcoming League Activities

Watch for Description of Activities
in the September VOTER

Conversation and Tea	Sunday, August 14	3:00 PM	123 W. Kenworth Road
Evening Unit	Tuesday, August 16	5:30 PM	Mezzo Ristorante & Bar
Forum Council for Public Deliberation	Wednesday, Sept. 7	7:00 PM	Whetstone Library
Forum Council for Public Deliberation	Monday, Sept. 12	7:00 PM	Whetstone Library
General Meeting	Thursday, Sept. 22	5:45 PM	Clintonville Woman's Club

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