

## **Strategic Plan: Locals**

### **Membership**

1. Make initial contacts with potential members.
2. Include membership information in initial contacts.
3. Regularly communicate benefits information to members.
4. Plan programs and projects that address goals and mission of NCRSP and meet member needs.
5. Assist active locals with joint retiree/active events (ex. American Education Week, Read Across America).
6. Develop a mentoring plan for neighboring struggling or non-existent locals.
7. Develop a process for identifying school system employees who retire during the year.
8. Seek participation on local school system's program functions for retirement.
9. Remind active ARs to notify retiree membership chair of midyear retirement.
10. Encourage members currently on payroll to change to other acceptable payment methods.

### **Advocacy**

1. Develop a plan for disseminating legislative information and alerts.
2. Address active educator issues as well as retiree issues when corresponding with legislators.
3. Collaborate in projects in support of children and public education.

### **Community Service**

1. Develop annual projects in support of children and public education that increase visibility of NCRSP.
2. Schedule annual meetings to introduce officers to school officials and to discuss areas in which local unit may be involved.
3. Develop a local website.
4. Share ideas for activities and projects on interactive NCRSP website.
5. Promote participation in opportunities for recognition provided by AARP/NRTA and NEA Retired.
6. Increase volunteer hours.
7. Design strategies for increasing volunteer hours.
8. Publicize financial value of NCRSP volunteer hours.
9. Invite other groups to participate in organization projects.

### **Leadership**

1. Send at least the minimum number of designated positions to spring leadership training.
2. Fund additional attendees beyond those funded by the state.
3. Send delegates to NCAE RA by providing some funding for those delegates.
4. Send delegates to NCRSP convention,
5. Participate in recognitions programs.

### **Accountability**

1. Leaders will understand and implement state policies that reflect good fiduciary management.

### **Communication**

1. Use appropriate NCRSP adopted logos on all forms of communication.
2. Establish a website, linked to NCRSP website.
3. Use all available sources of media for grassroots mobilization on issues.