

**Long Range Planning
Report to State Convention
Fort Worth, Texas
March 29, 2019**

Thank you to the members of the Long Range Planning Committee for submitting their ideas to help keep PARTT strong and viable for the future. The members of the Long Range Planning Committee are Susan Huston, Mary Aldrich, Angie Gonzales, Carmen R. Guerra and Cecile R. O'Connor. Issues that we believe need to be addressed include how to stop the decline in membership by recruiting new members, improve participation of the current membership in the organization by improving enthusiasm for our organization and assisting tables that are struggling to remain active. The challenge is to remain relevant in today's world. We present the following suggesting to generate enthusiasm and recruit new members.

Communications – Promote PART through increased communications to reach members and potential members more effectively:

Increase Social Media presence through the use of Facebook, Twitter and Linked In to publicize events and activities. Targeted promotion is available through these mediums.

Improve current website on the local, state and Alliance level by highlighting the current activities of the tables. Highlight the history of PARTT by including a link to the PARTT Video created for the One Hundredth anniversary of the organization on the PARTT website. This video is a great way to highlight our legacy and generate interest in the club.

Recruitment – A potential idea to recruit new members and bridge the gap between generations would be to establish on-campus presences at local universities and colleges. Perhaps we could start with one or two campuses with PARTT clubs as pilot programs. Members could transition into an established table upon graduation. We have members who work on college campuses who could potentially serve as club advisors.

Encourage scholarship recipients to participate in events held by the local tables. The Houston table has done this by creating an Alumni Coordinator position on their board who sets up events specifically geared to students. Speakers on topics of interest such as budgeting, dressing for success etc. can be held.

Encourage members to invite guests to table functions and open up events to the community whenever feasible. Use on-line platforms to publicize events and reach a larger audience. Partner with like-minded organizations in the communities by sponsoring joint events. This can provide great networking opportunities.

Generate Enthusiasm – Consider sponsoring an alliance or state level community project to enhance our relevance. Possible ideas could be a clean water initiative or maybe helping immigrant women and children. A project such as this would be a visible example of the vision of Florence Terry Griswold.

Engage members by giving an assignment or activity to each member to let them know they are important. Encourage involvement in planning activities. Assign each member to a committee. But most importantly have fun at events and promote sisterhood!

Visit other tables. New members may not realize that they are part of something bigger. Extending an invitation to other tables and visiting each other can help to bring members closer and share different perspectives for managing the tables. A PART road trip could be a fun activity.

Assist Struggling Tables – There are tables which are struggling for a variety of reasons. We need to work with these tables to help them to succeed. Potentially creating a guide or blueprint for success with ideas for events and fund raising could be of use to these tables. No one should have to operate in a vacuum.

It has been a pleasure to serve PART at the state level. Thank you Dee for your leadership and friendship. The future of PART is up to us. Let's promote our vision.

Respectfully,
Susan Huston, Chair
Houston