**Components of a Member Engagement Plan**

* **Goal:** What you want to accomplish; what you are working toward; the problem you wish to solve
* Some examples:
  1. By the end of the school year, the local leadership team will have learned what at least 80% of their members want/need from their local and will have identified a variety of ways members can connect with their local and engage in local activities.
  2. By the end of the school year, a representative group of members, particularly newer members will be identified to participate in and will be engaged in the process of setting priorities for the local for the 2017-18 membership year.
* **Strategies, activities and timelines**: They include how you will accomplish your goal. They include things like meetings, communicating, work sessions, training, preparation, etc. They also include a schedule for accomplishing your goal. Calendar backwards from a major event or self-imposed deadline.
* Some examples:

1. By the end of October, local leaders have identified potential building level leaders in each school. By mid-November, the local holds building rep training. By winter break, every school has at least one trained building rep.
2. Starting in February at the latest, building reps hold ten-minute meetings monthly in their schools.
3. By the end of May, building reps share with local leaders data on what members need from their local and what members are able to contribute to their local, gathered from one-one conversations and ten-minute meetings in their school buildings.

* **Resources:** Who and what you need to accomplish your goal. They may include people, time, money, materials, etc.
* Some examples:

1. Building rep training materials
2. Ten-minute meeting templates
3. One-one conversation training materials

* **Assessment:** Build this step into your engagement plan to reflect on the plan and its implementation throughout the process and to make adjustments.
* **Recognition:** Regardless of the whether or not you achieve your goal, celebrate your accomplishments, thank those who helped, and look to what’s next.