Growing the League in Engagement and Power

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GROWING ENGAGEMENT & POWER: JOINING THE JOURNEY
LWV TRANSFORMATIONAL CHANGE VIDEO
Transformation Journey Launched:
Growing Engagement & Power
ENGAGEMENT & POWER

TRANSFORMATION

[Diagram showing a red rectangle, an orange square, and a yellow circle connected by arrows]
ENgAGEMENT & POWER: THE WHY

- Stay Relevant
- At a Crossroads
- Increase diversity
- Audience-centric
ENGAGEMENT & POWER: WHY NOW

- Resurgence in civic engagement
  - How do we retain folks coming to us?

- Convergence of internal & external factors
  - How do we prepare for the next generation of the League?
ENGAGEMENT & POWER: PIT STOPS

- Council 2015
- January 2016 Board Meeting
- June 2016 Convention
- July Board Retreat
- September 2016 MES & Shur Fellow Meetings
- November 2016 Board Meeting
- State President Calls
- State President/Ex Dir List
- State Ex Dir Calls
- Local & State League Meetings
- Pocantico Leadership Summit
- Select State Conventions
THE KOTTER CHANGE MODEL

Original Model (1996)

1. Create urgency
2. Form a powerful coalition
3. Create a vision for change
4. Communicate the vision
5. Empower action
6. Create quick wins
7. Build on the change
8. Make it stick

Creating the climate for change

Implementing & sustaining for change

Accelerated Model (2014)

THE BIG OPPORTUNITY

1. Create a sense of urgency
2. Build a willing coalition
3. Sustain acceleration
4. Generate short-term wins
5. Enable action by removing barriers
6. Enlist a volunteer army
7. Institute change
8. Form a strategic vision & initiatives
9. INSTITUTE CHANGE
10. BUILD A WILLING COALITION
11. SUSTAIN ACCELERATION
12. GENERATE SHORT-TERM WINS
13. ENABLE ACTION BY REMOVING BARRIERS
14. ENLIST A VOLUNTEER ARMY
15. THE BIG OPPORTUNITY
Transformation Agenda Vision
What does the League want to be by 2020?
What is your vision for change for the organization?

Goals
What strategic priorities will we focus on to make this happen?

Success Measures
How will we know that we achieved what we set out to achieve by 2020?

Mission
Why does the League of Women Voters exist?
To unabashedly reclaim the League of Women Voter’s role in the American elections process by 2020.

So that…

- We are known as *the* organization to register and turn out new citizens and the next generation of women to vote
- We are the authoritative voice on election reform
- We create an electorate that is representative of the diversity of the U.S. population
2016-2020 Goals

**Mission Driven**

**IMPACT**
Impact on the individual, community, and systemic level

**RELEVANCE**
Develop new engagement model driven by audience needs

**VISIBILITY**
Expand the League’s visibility on a national scale

**Operational**

**FUNDING**
Increase revenue by expanding revenue channels

**FOCUS**
Prioritize investments and activities to concentrate efforts

**CULTURE**
Align our organizational culture and structure to enable success
Creation approved by previous LWVUS Board
Scope of work is to develop a framework to maximize the future success of the League
“Everything is on the table”
Leverage the League’s History

Engage in Difficult Decisions

Develop a Path Forward
Things to Think on the Journey
WHAT IS CULTURE?

“the way things are done around here”

Culture

- Manners of interacting
- Language
- Communication
- Courtesies
- Rituals
- Roles
- Customs
- Relationships
- Practices
- Expected behaviors
- Values
- Thoughts

LEAGUE OF WOMEN VOTERS®
MISSION IMPACT

- Increased Mission Impact
- Tell Our Story Better
- Optimize Community-facing Opportunities
ENGAGEMENT

- Increased Engagement
- New Activists
- Partnerships
Visibility

- Increased Visibility
- How People See Us
- Using ALL of Our Tools
- Developing our Thought Leadership
NEXT STEPS

- Getting to HOW
- We are all in this together
- We know we will make some mistakes
- Approaching the transformation with good intent