

2018-2019 Annual Program Action Plan

Department of Texas 5 Year Centennial Strategic Plan (2014-2019)

What is the 5 Year Centennial Strategic Plan?

The 5 Year Centennial Strategic Plan is a multi-year plan that began in 2014 and culminates in 2019-2020 that is intended to strengthen and sustain the American Legion Auxiliary for years to come and ensure that we have informed, dedicated members who will continue to lead our mission of supporting veterans and their families.

The success of the plan is dependent on each of us to do our part in reaching the Five Goals.

- **Enhance Membership Strength**
- **Create an Internal Culture of Goodwill**
- **Develop leadership at all levels**
- **Strengthen our Department and our Units**
- **With The American Legion, build brand loyalty**

A Strategic Plan is a road map with major goals that must be achieved for an organization to succeed. It is developed via a process of thoughtful decisions about the organization's future that includes defining the organization's direction and then figuring out how to get there. Every **goal** must include **strategies** (an action statement that defines how a goal will be reached); **initiatives** (a specific project, program, or activity that will make the strategy happen); and **action plans** (a specific sheet of information that identifies the resources needed to accomplish an initiative; states what the expected outcomes are; sets the timeline for accomplishing; and identifies who is responsible for making sure the initiative is completed).

What are the expected outcomes of the Centennial Strategic Plan for Texas?

Our vision! By 2019-20, the American Legion Auxiliary, Department of Texas, will have 25,000 members making a difference for veterans and their families in every neighborhood.

This year's Strategic Plan Committee will work with the Membership and Leadership committees in focusing on **Goal 1: Enhance Membership Strength** and **Goal 3: Develop Leadership at all levels**. This committee will put our main focus on **Goal 2: Create an internal Culture of Goodwill**. By focusing on **Goal 2** we believe it will **Strengthen the Department and Units (Goal 4)** and **With The American Legion, Build Brand Loyalty (Goal 5)**.

The goals are simple and will ensure that the American Legion Auxiliary will be a viable organization through the following years and our members will have the tools and training they need to ensure that the mission work they are doing is successful in "serving veterans and their families". We believe by focusing our efforts on **Goal 2** it will increase our membership, ensure we are working together with a positive and welcoming attitude, and assist in developing leaders at all levels, from Units to Department, who will share their skills and mentoring to strengthen our Units while working in every community. The result will be that **"by 2019-2020, the 25,000 members in Texas will be making a difference for veterans and their families in every neighborhood"**.

Awards and Promotions: Texas Centennial Strategic Plan 2018-2019

1: To enhance Goal 2 this committee will be promoting the use of the 3 Goodwill cards:

1) Thank You For Your Kindness and Generosity; 2) You're Appreciated! Local Business Supporting Our Veterans; 3) Honoring Their Sacrifice-Together Every Member Counts. The template for these cards can be found on the ALAforVeterans.org website. Click on Members Only tab, then scroll down to Centennial Strategic Plan. Your Unit can personalize the cards by inserting your Unit # in the template prior to printing. (Use Avery Business Cards #5870). Full instructions for printing the cards can also be found on this site.

2: This committee is also promoting the **Goodwill Ambassador Award**. Each Unit has a special, hardworking, dedicated Auxiliary member who goes above and beyond expectations to represent her Unit well at all events. She is a true example of goodwill to her peers. This award differs from the Unit Member of the Year Award in that any member is eligible, regardless of her status in the Unit or Department and it is based on her goodwill and positive attitude exemplifying the mission of *Service Not Self*. **Each Unit may submit one entry.**

Show appreciation by nominating her for the Goodwill Ambassador Award during the current administrative year. This chairman must receive all entries by **March 1, 2019**. One member will be selected from all entries to be named Texas Goodwill Ambassador for 2018-19. This entry will be forwarded to the National Southern Division Vice President. The National President will honor the National Goodwill Ambassador Award recipients at ALA National Convention.

3: This committee is also asking every member to take the self assessment *My Goodwill Inventory*. Copies can be printed direct from the National website, ALAforveterans.org, under the program Centennial Strategic Plan. Hand them out during your Unit meeting and ask the members to assess themselves.

Who is responsible for the Success of this Plan?

You! The Department Centennial Strategic Plan Committee is here to assist members across our great state of Texas to ensure the success of this plan. We will assist you with the tools and training to help you succeed. The success of this plan will take all of us working together!

Texas Centennial Strategic Plan Committee:

Carlene Ashworth, Department Chairman, Unit 521, Email: carlene@flash.net Ph: 713-419-9518

Kathy Wons, Department Vice Chairman, Unit 368, Email: jastk@sbc.global.net Ph: 214-912-8624

Janice Langley, Member, Unit 260, Email: miss_fluffy@sbc.global.net Ph: 806-292-1086

Patsy Fleming, Member, Unit 208, Email: patsyfleming588@gmail.com Ph: 830-377-0140

Marty Peters, Member, Unit 50, Email: marty54@sbcglobal.net Ph: 817-279-0622

Vicki Pollard, Member, Unit 243, Email: vickip1@live.com Ph: 903-285-1120

Glenda Barton, Member, Unit 488, Email: g.a.barton976@hotmail.com Ph: 903-277-4202

Tone Mahon, Member, Unit 121, Email: tonemahon@hotmail.com Ph: 254-717-6952

MaryAnn Paul, Member, Unit 110, Email: mapminmol@gmail.com Ph: 214-629-8529

Jean Kelly, Member, Unit 321, Email: kellyjeanc@verizon.net Ph: 972-422-5611

Leigh-Anne Stewart, Member, Unit 95, Email: Leigh-Anne@bdrushlaw.com Ph: 936-662-0735



American Legion Auxiliary
Helping Veterans, Military, and Their Families

**Honoring Their Sacrifice
Together Every Member Counts**

From American Legion Auxiliary Unit 0000
www.ALforVeterans.org



American Legion Auxiliary
Helping Veterans, Military, and Their Families

**Honoring Their Sacrifice
Together Every Member Counts**

From American Legion Auxiliary Unit 0000
www.ALforVeterans.org



American Legion Auxiliary
Helping Veterans, Military, and Their Families

**Honoring Their Sacrifice
Together Every Member Counts**

From American Legion Auxiliary Unit 0000
www.ALforVeterans.org



American Legion Auxiliary
Helping Veterans, Military, and Their Families

**Honoring Their Sacrifice
Together Every Member Counts**

From American Legion Auxiliary Unit 0000
www.ALforVeterans.org



American Legion Auxiliary
Helping Veterans, Military, and Their Families

**Honoring Their Sacrifice
Together Every Member Counts**

From American Legion Auxiliary Unit 0000
www.ALforVeterans.org



American Legion Auxiliary
Helping Veterans, Military, and Their Families

**Honoring Their Sacrifice
Together Every Member Counts**

From American Legion Auxiliary Unit 0000
www.ALforVeterans.org



American Legion Auxiliary
Helping Veterans, Military, and Their Families

**Honoring Their Sacrifice
Together Every Member Counts**

From American Legion Auxiliary Unit 0000
www.ALforVeterans.org



American Legion Auxiliary
Helping Veterans, Military, and Their Families

**Honoring Their Sacrifice
Together Every Member Counts**

From American Legion Auxiliary Unit 0000
www.ALforVeterans.org



American Legion Auxiliary
Helping Veterans, Military, and Their Families

**Honoring Their Sacrifice
Together Every Member Counts**

From American Legion Auxiliary Unit 0000
www.ALforVeterans.org



American Legion Auxiliary
Helping Veterans, Military, and Their Families

**Honoring Their Sacrifice
Together Every Member Counts**

From American Legion Auxiliary Unit 0000
www.ALforVeterans.org



American Legion Auxiliary
Helping Veterans, Military, and Their Families

Thank You
For Your Kindness & Generosity

From American Legion Auxiliary Unit 0000
www.ALforVeterans.org



American Legion Auxiliary
Helping Veterans, Military, and Their Families

Thank You
For Your Kindness & Generosity

From American Legion Auxiliary Unit 0000
www.ALforVeterans.org



American Legion Auxiliary
Helping Veterans, Military, and Their Families

Thank You
For Your Kindness & Generosity

From American Legion Auxiliary Unit 0000
www.ALforVeterans.org



American Legion Auxiliary
Helping Veterans, Military, and Their Families

Thank You
For Your Kindness & Generosity

From American Legion Auxiliary Unit 0000
www.ALforVeterans.org



American Legion Auxiliary
Helping Veterans, Military, and Their Families

Thank You
For Your Kindness & Generosity

From American Legion Auxiliary Unit 0000
www.ALforVeterans.org



American Legion Auxiliary
Helping Veterans, Military, and Their Families

Thank You
For Your Kindness & Generosity

From American Legion Auxiliary Unit 0000
www.ALforVeterans.org



American Legion Auxiliary
Helping Veterans, Military, and Their Families

Thank You
For Your Kindness & Generosity

From American Legion Auxiliary Unit 0000
www.ALforVeterans.org



American Legion Auxiliary
Helping Veterans, Military, and Their Families

Thank You
For Your Kindness & Generosity

From American Legion Auxiliary Unit 0000
www.ALforVeterans.org



American Legion Auxiliary
Helping Veterans, Military, and Their Families

Thank You
For Your Kindness & Generosity

From American Legion Auxiliary Unit 0000
www.ALforVeterans.org



American Legion Auxiliary
Helping Veterans, Military, and Their Families

Thank You
For Your Kindness & Generosity

From American Legion Auxiliary Unit 0000
www.ALforVeterans.org



American Legion Auxiliary
Helping Veterans, Military, and Their Families

You're Appreciated!
Local Business Supporting Our Veterans

From American Legion Auxiliary Unit 0000
www.ALAforVeterans.org



American Legion Auxiliary
Helping Veterans, Military, and Their Families

You're Appreciated!
Local Business Supporting Our Veterans

From American Legion Auxiliary Unit 0000
www.ALAforVeterans.org



American Legion Auxiliary
Helping Veterans, Military, and Their Families

You're Appreciated!
Local Business Supporting Our Veterans

From American Legion Auxiliary Unit 0000
www.ALAforVeterans.org



American Legion Auxiliary
Helping Veterans, Military, and Their Families

You're Appreciated!
Local Business Supporting Our Veterans

From American Legion Auxiliary Unit 0000
www.ALAforVeterans.org



American Legion Auxiliary
Helping Veterans, Military, and Their Families

You're Appreciated!
Local Business Supporting Our Veterans

From American Legion Auxiliary Unit 0000
www.ALAforVeterans.org



American Legion Auxiliary
Helping Veterans, Military, and Their Families

You're Appreciated!
Local Business Supporting Our Veterans

From American Legion Auxiliary Unit 0000
www.ALAforVeterans.org



American Legion Auxiliary
Helping Veterans, Military, and Their Families

You're Appreciated!
Local Business Supporting Our Veterans

From American Legion Auxiliary Unit 0000
www.ALAforVeterans.org



American Legion Auxiliary
Helping Veterans, Military, and Their Families

You're Appreciated!
Local Business Supporting Our Veterans

From American Legion Auxiliary Unit 0000
www.ALAforVeterans.org



American Legion Auxiliary
Helping Veterans, Military, and Their Families

You're Appreciated!
Local Business Supporting Our Veterans

From American Legion Auxiliary Unit 0000
www.ALAforVeterans.org



American Legion Auxiliary
Helping Veterans, Military, and Their Families

You're Appreciated!
Local Business Supporting Our Veterans

From American Legion Auxiliary Unit 0000
www.ALAforVeterans.org



GOODWILL AMBASSADOR MODEL

An American Legion Auxiliary Goodwill Ambassador delivers goodwill, promotes ALA ideals, and volunteers their time, talents, and passions to raise awareness of serving veterans.

Definition of Goodwill: Goodwill is a kind, helpful, and positive attitude toward others.

Characteristics of Ambassadors:

1. **Brand Knowledge and Appreciation** Goodwill Ambassadors appreciate the importance of the ALA brand and grasp the role social media plays in today's world.
2. **Established Community Presence** Goodwill Ambassadors are needed for word-of-mouth to be successful and reach as many people as possible throughout their communities. The ALA needs a well-established online and social media presence and engaged network.
3. **High Level of Professionalism** Goodwill Ambassadors represent the ALA, speak well of the organization, and encourage others to check out the Auxiliary's programs and benefits.
4. **Passion for Growing Relationships** Goodwill Ambassadors strive to be:
 - respected for knowledge in particular areas
 - sought-after for recommendations and opinions
 - builders of strong, loyal relationships among members and our brand
 - passionate about and intimately familiar with where to locate information
 - resourceful
 - skilled at making connections with nonmembers on the Auxiliary's behalf
 - confident and positive—traits that draw you in and make you want to listen

Qualities of a Goodwill Ambassador:

An American Legion Auxiliary Goodwill Ambassador represents the organization in a positive manner to foster good relationships with others. She cares about bringing members, nonmembers, businesses, or other service organizations together. A Goodwill Ambassador demonstrates:

PROFESSIONALISM—represents the ALA in a business-like manner

DECISION-MAKING—is making choices through compromise and collaboration

PASSION / POSITIVE ATTITUDE—is sincere and enthusiastic

OPENMINDEDNESS / FLEXIBILITY—accepts ideas of others, able to adapt without conflict

KNOWLEDGE—is well-versed in programs, purpose, and policies

MENTORING—shares information and knowledge to increase others' strengths and abilities

INTEGRITY / ETHICS—exhibits trustworthiness and honesty

COMMITMENT / DEPENDABILITY—can be counted on to see through to completion

LEADERSHIP SKILLS—is able to handle various situations, including training, mediation, and/or negotiation for desired results

EFFECTIVE COMMUNICATION/GOOD LISTENING—is easily understood, uses appropriate language and mannerisms

LOYALTY—is true to the cause

INTEGRATION OF DIVERSE POPULATIONS—is able to include various cultures, languages, religious affiliations, race, gender, age groups, and education levels

GOODWILL AMBASSADOR AWARD RULES

How to apply:

Each Unit has a special, hardworking, dedicated Auxiliary member who goes above and beyond expectations to represent her Unit well at all events. She is a true example of goodwill to her peers.

Show appreciation by nominating her for the Goodwill Ambassador Award during the current administrative year.

Rules for selection:

1. Member is at least 18 years old and in good standing.
2. Selection is based on the Goodwill Ambassador model.
3. Your nominee may be a new member.
4. Each Unit may submit one entry.
5. The Unit will submit their Unit member's winning narrative of 500 or fewer words. Consider the following:
 - a. How does the nominee exemplify the mission of *Service Not Self*?
 - b. How does she embrace inclusiveness in her service?
 - c. Describe your nominee's purpose-filled actions, accomplishments, and activities that foster a culture of goodwill.
 - d. How does she inspire positive decision-making that grows the organization?
 - e. Include any other pertinent information.
6. Required Unit President and Secretary signatures appear on the nomination form. If one of those two is the nominee, a past Unit president may sign.
7. Complete the Goodwill Ambassador Award Nomination Entry form and attach the narrative. This Chairman must receive the form by **March 1, 2019** of the current administrative year. Mail the nomination to Carlene Ashworth, 2619 Norman St., Pasadena, TX 77506.
8. The committee will evaluate the nomination entries received from the Units to make one Department selection.
9. The Texas Goodwill Ambassador will be announced during the 2019 Department Convention.



GOODWILL AMBASSADOR AWARD NOMINATION ENTRY

See Goodwill Ambassador Award Rules for Further Instructions

(PLEASE TYPE OR PRINT LEGIBLY)

Unit # _____

Dept. _____

Nominee Information:

Print Name: _____

Address: _____

City: _____ State _____ Zip _____

Email: _____

Member ID#: _____ Phone: _____

UNIT AND DEPARTMENT VERIFICATION

I verify that the above is a member in good standing.

Unit Secretary (printed) _____ Signature _____

Unit Secretary Email _____ Phone _____

Unit President (printed) _____ Signature _____

Dept. President (printed) _____ Signature _____

Explain in 500 words or less why this member is nominated for the Goodwill Ambassador Award. Attach separate sheet.



AMERICAN LEGION AUXILIARY SUPPORT TOOLS

A collection of resources from National Headquarters to assist and guide members and volunteers in serving veterans, servicemembers and their families.

Section Title
Section #, Page 1 of 1
Last Updated 07/10/17

MY GOODWILL INVENTORY

As a volunteer with the American Legion Auxiliary, it is important to assess attitudes about yourself, your work, and your relationships with others.

- Determine awareness of the ways you perceive yourself and others.
- What do you know about how you react or respond to situations?

To identify your own self-awareness:

- Read the statements below
- Check the appropriate boxes.
- Respond, save and return to the checklist in about 6 to 9 months. Consider answers that may have changed.

Completion of this personal tool is your choice.

	Always	Often	Rarely	Never
I am eager to learn				
I offer my skills and talents				
I listen with an open mind				
I share new insights				
I like taking direction from people who know more than I do				
I try to look at the world through others' eyes				
I actively listen when someone is talking to me				
I am honest with myself and others				
I consider my strengths and weaknesses				
I am sensitive to others' needs				
I genuinely care for others and respond accordingly				
I adapt easily to the environment and situation				
I consider taking reasonable, responsible risks				
I am comfortable and content with the way I present myself to others.				

COMPLETION DATE _____

REVIEW DATE _____