

## Goal 1 – Reorganization & Marketing Working Groups

By Lisa Henry, Goal 1 Lead

**“Optimism is the faith that leads to achievement. Nothing can be done without hope and confidence” (Helen Keller).**

It is in the spirit of optimism, hope and confidence that the implementation of the strategic plan is carried out. What a whirlwind it has been since May when we started planning how to take the respective strategies and bring them to life. The planning process over the past months allowed us to connect and share perspectives on what would provide the best possible outcomes of the strategies assigned to each working group. The Holy Spirit guides this work and the path forward has begun to take shape.

In the coming weeks and months, through further collaboration, research, surveys and continued engagement, priorities will begin to become new plans enabling us to expand on the strategies set before us. Together, the next chapter in the League’s story will be written.

Since established in May 2019, the reorganization and marketing working groups worked tirelessly to accomplish the tasks set before them. Both groups created methodical processes, taking responsibilities and dividing them into sub-tasks to work towards the goals and objectives. These particular strategies are extensive in scope, requiring a great deal of careful planning and execution to ensure the best possible outcomes for the League are delivered. It is said you can get fast results or you can get lasting results. We want lasting and effective results—and that takes time. I am proud that I am surrounded by a group of women with deep-rooted desire to provide lasting results that benefit League members for at least another 100 years if not more.

The success of transformation relies on continued input and engagement of the entire community. I encourage you to support ongoing efforts by signing up to participate in surveys or focus groups at <https://cwl.ca/implementation-of-the-strategic-plan/>. Another way to help is to keep the work of the implementation committee and working groups in your prayers. Consider praying at meetings the Prayer for Renewal, found at [cwl.ca/cwl-prayer-for-renewal/](http://cwl.ca/cwl-prayer-for-renewal/). Your positive love, prayers and support will provide all that is needed to take this vital work to the finish line! **“Change can be accomplished most of all through the power of prayer, because with God, all things are possible” (Wilferd Peterson).**

I am so pleased to introduce you to two gifted working group members.



**Lisa Fillingham, Marketing Working Group**

St. Catharines Diocesan President-Elect and Chairperson of Organization  
Star of the Sea Parish Council, St. Catharines

I am blessed and thrilled to have the opportunity to be a part of the marketing working group. A need for change to make this beloved League viable and sustainable through these precarious times has been recognized.

Some work to date involved developing a comprehensive action plan, researching to identify and develop marketing strategies and researching and reviewing potential marketing agencies.

The marketing working group allows me to witness firsthand the dedication, time and energy so many devout women committed to this initiative. My heart is filled with guidance from the Holy Spirit on this journey together. Building on faith, service and responsibility to the Lord, the marketing group is analyzing issues within the League to move forward with strategic initiatives to enhance and better our work and faith.

Being part of this group is a great experience as I bear witness to the work and faith involved in the five-year plan. Friendship and camaraderie are traits of the League, but to witness this and share ideas, thoughts and plans with members across Canada, reaffirms the generosity of spirit in our League sisters.



**Irene Gallant, Reorganization Working Group**  
Prince Edward Island Provincial Past President  
St. Pius X Parish Council, Parkdale

During my term as provincial president, I was a member of the national executive and participated in the early stages of strategic planning. I was involved as the work began on the core principles and looking at an envisioned future of the League. I followed the progress of the planning process and applied to work on a committee, hoping I would be involved with Goal 1, Reorganizing the League.

I currently serve as sub-committee lead for the reorganization working group. I am pleased to join the committee looking at areas such as enhancing the role of chairpersons and simplifying processes and procedures. Examples of how this work is undertaken include reviewing current meeting procedures and reporting processes, researching and identifying best practices for streamlining procedures, and revising meeting procedures framework and reporting practices.

Part of this working group's planning includes developing and distributing surveys to members to be completed in the near future. Some questions that will be asked include:

- In your parish council, please indicate which processes you find burdensome, i.e. notice of a member moving from one council to another, determining years of service, or reporting information to provincial as well as national levels.
- What processes do you find duplication of effort, i.e. sending information to diocesan, provincial and national levels?

Working group members hope the responses will provide information to help make recommendations on future processes and procedures, as well as make the role of standing committee chairperson and her reporting to the council more effective.

We encourage everyone who feels she would like to contribute to either the survey or a focus group to send your name and information to national to develop consultation groups.