

Goal 1: Reorganization and Marketing Working Groups

By Lisa Henry, Goal 1 Lead

“The river appears still, yet she flows under the thinnest of ice, awaiting the gentle touch of the sun. Though the air bares only the coldness and the ground is frozen once more, they glitter with the gift of each nascent ray. It is as if God ensured there would be hope even on the deepest and most wintry of days, asking us to see the sparks that remain even when the world is frozen. And so I choose not to see the blanket of ice but the waters that remain deep and moving, ever onward to join the ocean in its slow yet sure way” (Angela Abraham).



When one thinks of winter, it may be said it is the season when everything is at rest, still or frozen. There is hope beneath it all, and I have witnessed an emerging new life of the League through the work of these gifted women.

Working group members have worked tirelessly throughout the fall and winter months, completing tasks in accordance with the action plans. We are incredibly blessed by the gifts and dedication group members have brought to bear in support of bringing the strategic plan to life.

I am excited to share the following updates:

Marketing Working Group – Connie Crichton, Kathy Dahl, Lisa Fillingham, Christa Grillmair, Cathy McKinney, Jessie Parkinson and Terry Mae Sinclair

This charismatic group has conducted an incredible amount of research to provide a comprehensive package of information to a marketing agency. Information such as defining marketing goals, what is working well and not working well, sources of apathy, what makes the League unique, identifying a target audience, strengths and weaknesses, etc. A branding review has been conducted, and the group is currently working on developing a “big idea” that captures the essence of this beloved organization.

Additionally, the working group researched potential marketing agencies, developed a Request for Proposal (RFP), distributed the RFP to agencies selected through a strict review and assessment process, and formed a selection committee led by Sr. Susan Scott to interview and assess the agencies. Using the comprehensive grading criteria, a recommendation of a marketing agency to work with the League in this capacity was made. Currently, a contract is being reviewed by both the League and the marketing agency. Once this step is complete, the name of the selected agency will be shared.

Reorganization Working Group – Jean Ashdown, Marilyn Blew, Margot de la Gorgendiere, Barbara Dowding, Irene Gallant, Nelly Kelders, Sue Lubowitz, Christine Mason, Linda Squarzolo, Mary Lou Watson

This group of dynamic women have also worked tremendously hard and accomplished so much given its mandates and the scope of responsibilities. There are three sub-committees within the

reorganization working group, and each has produced an impressive amount of research and information.

Sub-committee #1 is responsible for reviewing existing standing committees and consolidating them to three standing committees to align with the core values of faith, service and social justice. The work involved examining existing committees and assessing what was effective and why, what committee work is reasonable and attainable by members, what is not working well or no longer relevant, and evaluating what work will transition into the three new standing committees. This has involved a lot of review and research. The sub-committee is distilling the research and information to ensure the goals and objectives are being met.

Sub-committee #2 is responsible for examining the current levels of the League, streamlining executive offices and creating distinctive roles for each level. No small task to be sure! These particular tasks have been quite an undertaking with an incredible amount of time and effort invested into ensuring it captures the intent and spirit of the strategies. To date, the sub-committee has reviewed the League's current structure and conducted a comparison of similar organizations and governance models to evaluate if there would be a model suitable for the League's purposes. An interview process was developed with a goal of diocesan and provincial presidents gathering research to support a thorough examination of the levels. There is much more work to complete to feel confident about the recommendations that will arise from the fruit of its efforts.

Sub-committee #3 is responsible for simplifying procedures and reporting processes. The sub-committee conducted current meeting procedures and reporting processes, researched and identified best practices for streamlining procedures and developed and distributed a survey to members to gather research to support the efforts. Currently, the sub-committee is distilling data from the survey and will use it in future recommendations.

As always, we ask for your prayers to guide the efforts of these dedicated and hard-working women. They are so invested in ensuring they provide a product that will be meaningful and relevant for you and that remains the top priority. It will take time, but please be assured it will be worth it in the long run!

Would you like to become a working group member?

Soon the Year Two work will begin! We are searching for new and gifted women like you to help in the continued efforts of bringing the strategic plan to life! YOU have an opportunity to shape the future of the League! Please visit the national website at cwl.ca/implementation-of-the-strategic-plan/ to apply.

These are exciting times in the League. We can take pride that the work being done is by the members, for the members, with God at the centre of it all!