

## Goal 1 – Reorganization, Marketing and Strategic Leadership Working Groups

By Lisa Henry, Goal 1 Lead



“Remembering before our God and Father your work of faith and labour of love and steadfastness of hope in our Lord Jesus Christ” (1 Thess. 1:3).

In spite of the present situation and social isolation, hope endures, and members trust in the love and mercy of God.

“Religion and spirituality can indeed contribute to building people up, to providing a sense of meaning, inner strength, new horizons and openness of hearts” (*Hope, Gratitude and Solidarity: A Message to Canadians from Religious Leaders in Canada in Response to the COVID-19 Pandemic*). Members of working groups embody this sentiment through their dedicated efforts in implementing the strategies of the strategic plan.

Since the last update, the work has continued, and the progress of each working group has been shared with members below.

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

As a result of a comprehensive selection process, I am pleased to announce that Clark Marketing Communications of North Bay, Ontario was selected to assist with marketing efforts as described in *The Catholic Women’s League Plans Strategically 2018-2022* found at [cwl.ca/wp-content/uploads/2019/02/CWL-Strategy-Report-draft-5.pdf](http://cwl.ca/wp-content/uploads/2019/02/CWL-Strategy-Report-draft-5.pdf).

The working group held a kickoff meeting via teleconference with Clark and established priorities. “I believe we are at a time in history that the CWL is needed more than ever and getting started on your message is a priority for us,” stated Scott Clark, president and chief executive officer. The next meeting is scheduled and the working group looks forward to achieving the strategy’s objectives.

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

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 reducing them to three to align with the new core values of faith, service and social justice. After an extensive review of its research, the sub-committee has completed its report with recommendations. The report will be presented for various levels of review prior to presentation to the membership for an instructed vote.

**Sub-Committee #2** is responsible for examining the current levels of the League, streamlining officer positions at all levels and creating distinctive roles for each level. As stated in the last update, no small task to be sure! To date, the sub-committee has distilled research from an interview process it developed that targeted diocesan and provincial presidents. The interview focused on a thorough examination of the levels. This research was instrumental in developing a draft document for examination of the levels and

streamlining officer positions. The document is being refined and, once complete, will be presented to a focus group for review and feedback.

**Sub-Committee #3** is responsible for simplifying procedures and reporting processes. This group of members has conducted a review of current meeting procedures and reporting processes, researched and identified best practices for simplifying procedures, and developed and distributed a survey to members to gather research to support its efforts. From the research, the sub-committee has developed a summary document to capture essential information with which to draft a report with recommendations.

**Strategic Leadership Working Group** – Susan Kaller, Patricia Martinez, Donna Michaels, Barbara Thuen.

This is a year two working group and the implementation committee welcomes these wonderful members to the implementation process of the strategic plan. The working group is responsible for capitalizing on members' willingness to take on short-term leadership responsibilities. Through teleconference meetings, the group has met for an orientation process and to develop an action plan that will be submitted for approval to the implementation committee in July.

It is an honour to work alongside these gifted individuals and we ask for members' prayers to guide their efforts. They are so invested in ensuring they provide a product that will be meaningful and relevant for members and that remains the top priority.

*“These are exciting times in the League, and we can take pride that the work being done is by the members for the members with God at the centre of it all!”*