

GRP Strategic Plan Development Proposal for 2007-2009

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[Note: This proposal was approved 1/22/07 GRP State Committee Meeting. This version includes changes adopted at that meeting.]

BACKGROUND

The Green-Rainbow Party has been missing a coherent, long-term strategy for growing the party into a serious political alternative in Massachusetts. There is a need to develop a strategic action plan for 2007-2009 that will enable us to focus our limited resources on projects and efforts that will increase our active membership and proactively position the party to be a recognizable and essential force in the Massachusetts movements for social and economic justice, sustainability, democracy, and peace.

A coherent strategy will include agreement on the issues and tactics that will move us forward and make it possible for us to become the second party in Massachusetts, with room for self-evaluation and reassessment. A well-considered action strategy will focus the energies of the working committees, local chapters, GRP candidates, caucuses, and any other groups that might be associated with the GRP. It will serve as the driving force in media and grassroots outreach, volunteer recruitment, candidate recruitment, coalition-building, fundraising, issue-development, etc. It will enable us to set out to grow the party – active members and registered GRP, local chapters, donors, public favorability and credibility – which are all necessary to have an impact on the things we believe are important.

SUMMARY

This proposal sets forth a set of activities that will lead to a strategic vision and action plan for 2007-2009. A Strategic Planning Working Group (SPWG) is charged with shepherding a process with broad GRP input to produce such a plan. The plan will be written by the SPWG and submitted to the State Committee for review and approval, and will help guide, focus and support the work of the working committees, local chapters, caucuses, candidate campaigns, etc., over the next year.

TEXT

1. A Strategic Planning Working Group (SPWG) will be formed to write a GRP Strategic Action Plan for 2007-2009.

A. The SPWG will have members who are the formal decision makers regarding the work of the group. One member each will be nominated by the Abolish Poverty, Platform, Membership and Diversity, Fundraising, Communications, and Candidate Development & Legal Committees. One member can be nominated by each active GRP local or caucus. The GRP co-chairs will appoint up to six additional members who express interest and are judged by the co-chairs to be most valuable to helping the SPWG complete its work and in adding diversity to the group. The SPWG will elect its own co-chairs.

B. The SPWG will be charged with seeking/facilitating broad GRP input, writing the actual Plan, and delivering it to the State Committee for review and approval.

2. The Strategic Plan Working Group (SPWG) will convene an official strategic planning session in February/March to obtain initial suggestions.

A. The SPWG will seek broad participation in the strategy session, including the involvement of active GRP chapters, caucuses, working committees, past and present GRP elected officials (city councilors, selectmen, school board, public health and conservation commissioners, town meeting members, a former state representative, etc.), past and prospective candidates, and active members of the party.

B. The strategy planning session will take place in a central location, on a weekend in late February, 2007. It will be a guided strategic planning process led by an experienced facilitator. The SPWG will estimate costs for facilitation, transportation, and childcare, and will fundraise for these costs to keep the expense to the GRP to no more than the average cost of an official GRP meeting.

C. The results of the strategic planning session will be used by the SPWG to produce a preliminary list of key outreach issues and associated proposed action initiatives.

D. In follow-up to the planning session, working committees, locals, caucuses and others are encouraged to meet and submit written suggestions for further consideration.

3. The strategic planning session – and follow up by the SPWG – will produce a Strategic Plan that addresses the following key questions/concerns:

A. The Strategic Plan will be consistent with the GRP's ten key values, including our longstanding commitment to economic and racial justice. Consideration will be given to an abolish poverty theme, among others.

B. The Strategic Plan will consider the role of the GRP in Massachusetts politics given the new governor, the decline of the Republican Party, the continuing dismantling of democracy, and the issues facing us in 2007-2009? It will consider the key points of contrast between the GRP and the Democratic and Republican Parties?

C. The Strategic Plan will define the key outreach issues for the GRP in 2007-2009 (i.e. which issues do we want to set before the public as we ask for their support for the GRP.)

Some outreach issues are already under study by the Platform Committee. The Action Strategy should consider these along with other issues that may be suggested at public meetings or through correspondence. Each issue should be assessed individually according to criteria to be developed by the SPWG, including constituency group to be reached, interest in the issue, importance of the issue and follow-on issues, potential to contrast the GRP with other political parties, etc. For each key issue, the policy position should be suggested. Objective evidence – including polling data – should be used whenever possible to assist in the assessment. The potential for developing collaboration with existing activist groups should also be considered. Based on these considerations, the list of issues should be prioritized.

D. The SPWG should identify the most appropriate and effective action initiatives for implementing the outreach surrounding each issue.

Some possible action initiatives are:

- Running candidates for municipal, state, or federal offices.
- The 2008 Presidential campaign
- Issue-focused campaigns (multiple tactics, coalitions, etc.)
- Public education campaigns
- Protests and direct action
- Promotion of legislation
- Promoting new local bylaws
- Local referenda (non-binding, binding)
- Statewide referenda
- Service projects

E. Clear and concise Core Outreach Messages should be identified that reflects the overall themes emerging from the planning process. After assessment, a package of outreach issues should be selected which are compatible with this Core Outreach Message. Compatibility and consistency among the issues selected should be assessed.

4. Based on broad input from the strategic planning session and interest groups (section 2A) the SPWG will draft a Strategic Action Plan, that will be presented for approval to StateCom.

A. The Strategic Action Plan will include an overarching core outreach message, a list of key outreach issues and a list of proposed action initiatives for 2007-2009

B. The plan will be submitted to the State Committee for their consideration and approval. Once approved, the working committees and other active bodies affiliated with the GRP will be asked to take the Strategic Plan into account in planning their efforts over the next year or so

C. The Strategic Action Plan will be a major focus of the State Convention, which will provide an opportunity to present and jump-start the plan.

5. Timeline (to be adjusted as needed):

Jan * State Com adopts proposal, creating the charge for a **Strategic Plan Working Group**.

Jan/Feb * SPWG meets, prepares for a Strategic Planning Session to solicit broad GRP input.

Feb/March * SPWG organizes and convenes an official **Strategic Planning Session**.

Mar/Apr * Based on the Strategic Planning Session and ongoing input from interest groups (section 2A), SPWG drafts the Strategic Action Plan.

Apr/May * SPWG brings Strategic Action Plan to State Com for review and approval.

Summer * State Convention includes a major focus on the Strategic Action Plan, in order to help jump start its implementation.