

#	Category Name	Action Items	SIR State Planning Action List	Priority
1	Member Growth	Increase the visibility of State and Branch volunteers with meaningful awards (Pin)		0
2	Org. Structure	Review, update and post on the website in SIR Leaders Guide how run a successful luncheon		0
3	Org. Structure	Change policy and bylaws on BEC staffing requirements		0
4	Org. Structure	Lengthen 'Term Limits' for branch leadership		0
5	Measures	Review and update "Building our Branches" list of categories which can be used by branch to measure branch success		1
6	Measures	Encourage State and branches to promote clear goals and develop 3 to 5 year plans		1
7	Member Growth	Encourage branches to reach out and recover lost members due to Covid-19		1
8	Member Growth	Encourage branches to restart all branch activities to attract new members		1
9	Member Growth	Encourage branches to restart all branch activities to give renewed meaning to members		1
10	Communications	Review success of Constant Contact emailings and suggest ways to improve it		1
11	Communications	Ask branch leadership to determine their preference for communication to all their members		1
12	Marketing	At the State level use Branding Guide to improve consistency, image and impact		1
13	Marketing	Help branches implement SIR Branding Guide to improve consistency, image and impact		1
14	Org. Structure	Review AG & RD reporting structure and forms for efficiency (requirements and workload)		1
15	Org. Structure	Review AG & RDs workload, requirements and redundancy		1
16	Org. Structure	Review forms currently required by state for legal requirements, importance and redundancy		1
17	Member Growth	Increase the visibility of State and branch volunteers with meaningful rewards, review Certificate programs for RD,AG, Big Sir		1
18	Marketing	Update Worthy Causes policy		1
19	Member Growth	Seek scientific research on interest of men age 50 to 70 and determine how to attract them		1
20	Org. Structure	Establish Chief Communication Officer (Feedback and survey indicate that both State and Branches need to improve Communications)		1
21	Org. Structure	Conduct an anonymous State Board self-assessment (meeting topics, frequency, efficiency)		1
22	Org. Structure	Establish Chief Marketing Officer (Branding and Marketing appear to be a full time job and more than volunteers can do)		1
23	Training	Develop an organization abuse program (policy, training, reporting) (Will clarify on 1/12)		1
24	Marketing	Train branches how to develop and maintain personal contacts with local leaders and editors		1
25	Marketing	Create SIR awareness through personal contacts at state and local levels		1
26	Marketing	Fully implement Public Image Project at State and local branches		1
27	Marketing	Encourage State and branches to publicize all branch activities in local media, newsletters and web.		1
28	Marketing	Encourage SIR members to wear SIR branded apparel in public		1
29	Marketing	Use social media (Facebook, Instagram, Nextdoor) to promote branch, area and region activities		1
30	Training	Develop annual training plan		1
31	Org. Structure	Encourage branches to clean their roster databases and submit regularly to State		2
32	Training	Review and Organize Training material on State Website to reduce redundancy		2
33	Communications	Ask branch leadership to determine their communication/training preferences from State		2
34	Communications	Ask branch leadership to determine clearness and relevance of State communications		2
35	Org. Structure	Review branch leaders job description for appropriateness and workload		2
36	Training	Suggest branches explore speaker training programs		3