

<p><b>Goal 5</b> Build Brand Loyalty in our Legion Family</p>	<p><b>Goal 4</b> Strengthen Department and Units</p>	<p><b>Goal 3</b> Develop Leadership at All levels</p>	<p><b>Goal 2</b> Create an Internal Culture of Goodwill</p>	<p><b>Goal 1</b> Enhance Membership Strenth "Embrace Change"</p>
<p><b>Strategy</b> Define the ALA brand identity and promise</p>	<p><b>Strategy</b> Invest in training at all levels</p>	<p><b>Strategy</b> Remove barriers for considering and selecting leadership</p>	<p><b>Strategy</b> Lead with respect and positive behavior at all levels</p>	<p><b>Strategy</b> Invest in opportunities to attract, engage, and retain members</p>
<p><b>Initiatives</b> 1. Explain our "Brand" in meetings and articles 2. Wear our "Branded" apparel/jewelry at all public functions 3. Refer to instructions in the "ALA Branding Gude" available on ALA website and in "Dept. Operations Guide" and teach accordingly. 4. Define Ways of Labeling Branding in Department, Districts, and Units.</p>	<p><b>Initiatives</b> 1. Hold training sessions at Fall Workshop and Mid-Winter Conference. 2. Identify specific training needs and develop plan of instruction. 3. Provide Member Kit to each unit to be copied and given to District Presidents for new and current members. 4. To support and enable two-way communication between our Department, our Six Districts, and our Units.</p>	<p><b>Initiatives</b> 1. Remove personal opinion when selecting leaders and evaluate members on ability and devotion to ALA Core Values. 2. Offer some opportunities to all members who qualify. 3. Promote "Culture of Goodwill Ambassadors" 4. Emphasize utilization of Member Data Survey Form at Unit and District levels.</p>	<p><b>Initiatives</b> 1. Emphasize positive behavior from all officers, members, and chairmen, in meetings, phone calls, email, Facebook, and articles. 2. Participate in discussions and debates with respect to all members' opinions. 3. Cooperate with and be respectful to all of the Legion Family.</p>	<p><b>Initiatives</b> 1. Engage--be respectful, open to new ideas, offer volunteer opportunities to all, recognize those who contribute. 2. Attract--welcome all ages and backgrounds, hold 2 membership drives each year. 3. Rejoin--embrace differences, contact by phone, email, with frequent feedback.</p>