

PROPOSED SECTION
Long Term Plan - (05-13-09)
County Development & Responsibilities

Problem: The PCDEC needs to strengthen and develop its structure and be more consistent in utilizing its personnel to be able to achieve its mission, to elect Democrats to local, state, and national offices, and accomplish its stated goals.

Goal 1 - To more effectively use our operations to expand our appeal to more Democrats in a long-term, consistent manner so as to grow our future membership; use our operations as training grounds for future leaders.

Action 1: The leadership of the Democratic Party in Pinellas County, that is, the County Chair and the Board, will help create a spirit of togetherness with all Clubs, Caucuses, Committees, and Districts by publicly and enthusiastically accepting the Plan and its goals. All Party operatives should be encouraged to view this document in the most productive manner to enlist, enlarge, and bring cohesiveness to all of our activities, resulting in our electing more Democrats to national, state, and local offices.

Goal 2 - To ensure that the Bylaws and Long Term Plan are followed, or changed as needed, through follow-up mechanisms, measuring results, reporting, monitoring.

Action 1: The County Chair will, by May 1, assign the responsibility for monitoring progress with respect to the following items to the Parliamentarian and/or the Long Term Planning Committee Chair, or whomever else he/she feels is appropriate. Monitoring responsibilities should include:

- monitoring that all appointments at County level are filled or being recruited;
- monitoring that all Committees are meeting as required and reporting as needed;
- monitoring that all District leadership positions are filled and committees are functioning;
- monitoring whether Bylaws requirements are fulfilled and/or Bylaws changes are needed;
- Reporting any deficiencies in the above to the Board bi-monthly.

- 1.1 Keeping a documented record of our progress in all operations will ensure transparency and accountability. It will also be useful in training future operatives and for learning from our actions. Therefore, County, District and Committee reports are to be in writing and are to be included in or appended to the meeting Minutes to become part of the permanent record.

Action 2: Long Term Planning Committee Chair will monitor progress of Long Term Plan requirements; develop a timeline listing various goals, appointments, measures, deadlines from the Plan to assist in monitoring responsibilities.

Action 3: County Chair is to deliver written Quarterly State of Achievement Reports to PCDEC on our progress toward stated goals, including filling Precinct Committeeperson positions, County and District Committee appointments, County finances, Democratic Club and Caucus activities, Search Committee results, Democrats elected or appointed to office.

Action 4: Require quarterly, written District Progress Reports to PCDEC on progress toward District goals as stated in their Action Plans.

Action 5: Long Term Planning Committee is to complete work on pending sections of the Plan as follows:

- Public Relations - Culture & Ethos - Outreach - Affirmative Action
- Headquarters - Communications - Issues & Framing - Young Democrats

5.1: The Long Term Planning Committee may establish subcommittees to address specific subjects addressed by the Plan, including those already identified above as pending areas to be addressed.

Action 6: Long Term Planning Committee is to craft other sections of the Plan as needed and prepare revisions to the Plan as needed.

Goal 3 - To improve County support capability to Districts in order to aid their expanded responsibilities and to help them achieve their goals as stated in their District Action Plans.

Action 1: The County Chair shall appoint a Training Coordinator by March 1 to develop and maintain Training Programs to support the Districts and Precinct Committeepersons in their work.

Training Programs to be developed and/or expanded for the following:

- ***Precinct Committeepersons*** – orientation re duties as representatives of the registered Democrats in their precincts to the governing body of the Pinellas Democratic Party (PCDEC); and operational responsibilities for organizing their precincts. (*By February PCDEC Meeting and as requested by District Chairs.*)
- ***District Leaders*** – orientation on responsibilities for strengthening precinct organization, carrying out campaign activities as set forth in the Campaign Plan, fundraising, and other Party-building activities; District Action Plans and agreed-upon objectives and goals; appointments of District Coordinators to work with corresponding County Coordinators; District meetings and meeting programs. (*By March PCDEC Meeting*)
- ***Precinct Captains*** – Organizing the precinct using the precinct team and Block Captains. Precinct Committeepersons can also act as Precinct Captains if they choose, but they may prefer to enlist other than a DEC member to fulfill that operational role, while still maintaining oversight and support responsibility. These Precinct Captains can be made Associate members. (See Precinct Development Section of the Long Term Plan, Action 2, and Section 2.1.1 [d]; and see Bylaws Article IV, Section 1.4.)
- ***Block Captain Training***
- ***Recruitment Training***
- ***Training the Trainers*** (A group of people who can conduct training sessions throughout the County.)
- ***Campaign and Election Work Training***

Action 2: The County Chair shall appoint a District Chair Development Director by February 15, who will hold Orientation for District Chairs on the Long Term Plan, District Development, Precinct Development, Block Captain Program, District Action Plans, Fundraising, District

meetings and programs, etc., as soon as possible after election to District office. (*Orientation packet to include Bylaws, District & Precinct Development Sections of L T Plan, organization charts, list of County contacts, etc.*)

Action 3: The County Chair shall appoint Precinct Development Coordinator for the County by April 1, who will meet with the Districts to support their needs with respect to developing their precincts. (See Precinct Development Section of the Plan.)

Action 4: The County Chair shall arrange an orientation including information packets for every incoming Precinct Committeeperson at the start of each new cycle at the first General Meeting following presidential election years. The Precinct Development Coordinator will arrange regular precinct committeeperson training for all newly added Precinct Committeepersons.

Action 5: The County Chair will arrange orientation for incoming Officers and Board regarding organizational structure, the Long Term Plan, the current state of the organization with respect to Plan objectives, and the new Chair's priorities, at the first Board meeting following PCDEC Reorganization Meeting. The orientation should include the County Chair, Parliamentarian, and Long Term Planning Committee Chair, and whomever else the County Chair feels is necessary. (*Orientation packet to include Bylaws, L T Plan, organization chart, Resolutions in effect, briefing sheet on parliamentary procedure, etc.*)

Action 6: The County Chair shall appoint an Internal Communications Coordinator, whose responsibilities will include expanding and maintaining an up-to-date email communications system; VoteBuilder system access and training; DemsLink access and updating; Developing and/or using new and/or improved communications methods, as, for example, video conferencing, text messaging, anything new that might help.

Goal 4 - To assist the County Chair in meeting the many responsibilities of the office.

Action 1: The County Chair shall appoint an Administrative Assistant to cover some administrative requirements of the Chair, as, for example, appointments and speaking engagements, calendar of civic events in the county which should have a Democratic Party presence, meeting agendas, etc. (It may be useful to add this to the Bylaws which already call for such assistance for the Vice Chair and Secretary at Art V, Sect 2.2.)

Action 2: Recruiting is essential and must become a priority among all Democratic Party activists, and especially the Board. Board members will be expected to contribute their input and energies to finding appropriate people to help the County Chair fill the many positions and responsibilities called for as the DEC continues to develop into a large grassroots organization. Recruiting for any job will be easier with clearly defined responsibilities. Everyone must be a recruiter – constantly.

Action 3: To keep us on track as to where we are going and how we plan to get there without imposing restrictive, or unproductive burdens on any of us, the Target Dates for appointments must be understood as the first step in the appointment process, as follows below. It should also be understood that if a qualified candidate for any appointment cannot be found by the Target Date, active recruiting for someone to fill the position will continue. Appointments can be made before the Target Date.

- 3.1 The Appointment Target Date is the last date that the appointer announces his intention to make the appointment. If he/she does not wish to make the appointment, a brief statement of the reason is to be given to the Board.
- 3.2 The appointment process consists of three steps: (1) State the intention and request names of candidates; (2) identify and recruit candidates acceptable to the appointer; (3) make the appointment.
- 3.3 The second step in the process, recruiting candidates for positions, is a responsibility for all Party operatives, with major responsibility for recruiting to be with Board members. We need to cast our net as widely as possible to find qualified people to fill the many positions at the county level as our organization grows. The burden of finding people to fill positions should not fall solely on the person who makes the appointment.

Goal 5: Many Democrats do not yet realize that we are now the majority party in Pinellas County voter registrations. *We should start acting like the majority party.*

Action 1: Develop and implement a Turn Pinellas Cities and Towns Blue campaign. The Campaign Planning Committee Chair will form a Turn Pinellas Blue subcommittee, appoint its chair, and direct the subcommittee to develop and implement a program to be coordinated with the Campaign Plan.

Action 2: Assure a Democratic Party presence at every civic event in the county. The County Chair shall develop and maintain a constantly updated calendar of civic events, with the assistance of the District Chairs, so that the County Chair or his/her representative is present at each event.

DRAFT PROPOSAL
5/13/09

*Submitted to and Approved By
PCDEC Board of Directors
At May 13, 2009 Meeting.*