

# Work Plan of the Southern California Regional Leadership Team

## I. Group Name & Purpose

**1.1** The name of this group is The Southern California Leadership Team.

**1.2** The group it serves is the Southern California Fair Trade Campaigns Network, which is made up of town, college, university, school and congregation campaign organizers in the region.

**1.3 Purpose:** With 260 campaigns across the U.S., Fair Trade Campaigns (Towns, Colleges & Universities, Schools and Congregations) is growing rapidly and making a huge difference in the lives of artisans, farmers and workers across the globe. As we plan for further growth and new initiatives, we need to ensure that all of our campaigns have the benefit of strong support, opportunities for collaboration and the ability to understand the impact of their work. Toward that end we are establishing Fair Trade Campaigns Regional Networks across the country (reference Article V).

## II. Regional Leadership Team Structure

**2.1 Roles:** This workplan will be implemented in each region by 2 fellows, one Fair Trade College & University and one Fair Trade Communities, with the support of a Regional Leadership Team. Roles are as follows:

- **Fellows** – The Fair Trade College & University Fellow and Fair Trade Community Fellow in each region will manage the membership of the Regional Leadership Team, coordinate Leadership Team calls, support the Leadership team in coordinating all network calls, facilitate and support work of the Leadership Team regards to campaign support and communications, and maintain the regional contact list and communications.
- **Regional Leadership Team Members:** The Regional Leadership Team will consist of 4 members. Regional Leadership Team members will work closely with Fellows being responsible for attending quarterly Regional Leadership Team calls, as well as work defined by work plan with regards to network calls, campaign support and communications.

**2.2 Commitment:** This is a 1 year term, from September to September, with the option to extend once. Regional Leadership Team members are responsible for attending quarterly Leadership Team calls and any assignments outlined in workplan. Estimated time commitment is near 24 hours over the course of a year (excluding the Southern California Regional Conference in Los Angeles on September 10th, 2016)

## III. Workplan

**3.1 Goals / Outcomes:** *Movement Growth*

- As we establish our 2016-17 goals, we'll be setting targets for x campaigns declared, etc.

**3.2 Objectives / Outputs:**

- Continue to support in-progress campaigns to achieve declaration and beyond
- Create a regional community of support that helps campaigns feel connected to each other and the Fair Trade Movement

### 3.3 Strategies & Tactics

- Members participate in the Regional Leadership Team to develop focused expertise across all four campaigns types and community organizing skill sets:
  - **Regional Conference / Leadership Training:** Attend a one-day leadership retreat in region to work on organizational objectives and strategies, expand knowledge of Fair Trade, as well as hone in on leadership skills.
  - **National Recognition:** Receive recognition with a bio on Fair Trade Campaigns' website and get a Leadership Team Member Kit with t-shirt, materials, etc.
  - **Quarterly Network Calls / Trainings:** Organize quarterly Network Calls to connect all campaigns, provide skills training, discuss ongoing programs, and support campaigns through the five goals.
  - **Regional Gathering:** Plan a regional gathering to bring campaigns together and develop broader understanding of Fair Trade and community organizing.
  
- Build a strong network of campaigns and organizers that feel connected to each other and the Fair Trade Movement:
  - **Campaign Support & Communications:** Support campaigns in the region by sharing resources, conducting online trainings, and disseminating regional communications.
  - **Quarterly Network Calls/Trainings:** Organize quarterly Network Calls to connect all campaigns, provide skills training, discuss ongoing programs, and support campaigns through the five goals.
  - **Regional Gathering:** Plan a regional gathering to bring campaigns together and develop broader understanding of Fair Trade and community organizing.

## VI. Regional Leadership Team

The Regional Leadership Team will take responsibility to work together to support assigned campaigns and plan, engage in and distribute communications. Fellows and staff will provide support and resources for each role. Here are descriptions of each:

	<b>Purpose</b>	<b>Member Responsibility</b>	<b>Fellow Responsibility</b>
<b>Regional Leadership Team (ALL)</b>	Provide strategic support to fellows and regional leadership  Create a community of support and inspire/motivate campaigns  Create a community of support, help campaigns maintain activity and provide learning opportunities	<ul style="list-style-type: none"> <li>● Attend quarterly Leadership Team calls</li> <li>● Cultivate ideas around growing the movement and help collect data needed to measure impact (helping us collect contact lists, surveys, events results)</li> <li>● Leadership team members will compile updates/information</li> </ul>	<p style="text-align: center;"><b><u>Both fellows</u></b></p> <ul style="list-style-type: none"> <li>● Set up bi-monthly conference calls with leadership team (6 total)</li> <li>● Set agenda, facilitate meeting, take notes and delegate tasks.</li> <li>● Organize Leadership Team communication &amp; monitor delegated responsibilities</li> </ul> <p style="text-align: right;"><b><u>Communications Lead (Jess Vorm)</u></b></p>

		<p>(in Google docs) to write quarterly regional bulletins to include campaign achievements, highlight national programs, and other upcoming events and opportunities.</p> <ul style="list-style-type: none"> <li>● Each Leadership Team member will interact with and contribute to the Community Grounds forum asking 1 question and responding to 4 discussions (1 quarter)</li> <li>● Organize 1 Regional Network Call/Training each year (quarterly calls) - responsibilities will include formulating agendas, recruiting speakers, outreach to campaigns and taking notes</li> <li>● Support two campaigns in their journey to become declared - quarterly check-in calls and answer questions via email and phone</li> </ul>	<ul style="list-style-type: none"> <li>● Provide guidance on bulletin and forum, collate content (via Google docs), format and publish (via Constant Contact)</li> <li>● Manage regional contact list, develop tactics for growing list.</li> <li>● Support and monitor Leadership Team in contributing to the Community Grounds forum</li> </ul> <p><b><u>Campaign Support Lead</u></b> <b><u>(Isabel Havens)</u></b></p> <ul style="list-style-type: none"> <li>● Support Leadership Team in organizing network calls &amp; delegating responsibilities</li> <li>● Support in planning and facilitating Regional Network Call/Training and formatting/publishing notes and in Constant Contact</li> <li>● Facilitate introductions to appropriate campaigns for support</li> </ul>
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## V. Regional Breakdown & Development Timeline

### 5.1 Mid-Atlantic - Developed 2014

- Maryland
- Delaware
- New Jersey
- Southern New York (including NYC)
- Eastern PA
- Virginia

**5.2 New England** - *Developed in 2015*

- Northern NY (north of NYC)
- Massachusetts
- New Hampshire
- Vermont
- Maine
- Rhode Island
- Connecticut

**5.3 Southern CA** - *Developed in 2015*

- Southern California
- Arizona

**5.4 Midwest** - *Develop in 2017*

- Western New York
- Western Pennsylvania
- Ohio
- Kentucky
- Indiana
- West Virginia

**5.6 Great Lakes** - *Develop in 2017*

- Michigan
- Illinois
- Wisconsin
- Minnesota
- Eastern Iowa

**5.7 The Great Plains** - *Develop in 2017*

- Nebraska
- Kansas
- Oklahoma
- Texas
- Missouri
- Colorado
- New Mexico

**5.8 Northwest** - *Develop in 2017*

- Northern California
- Oregon
- Washington
- Idaho
- Montana

## FAIR TRADE CAMPAIGNS ORGANIZATIONAL FLOWCHART

