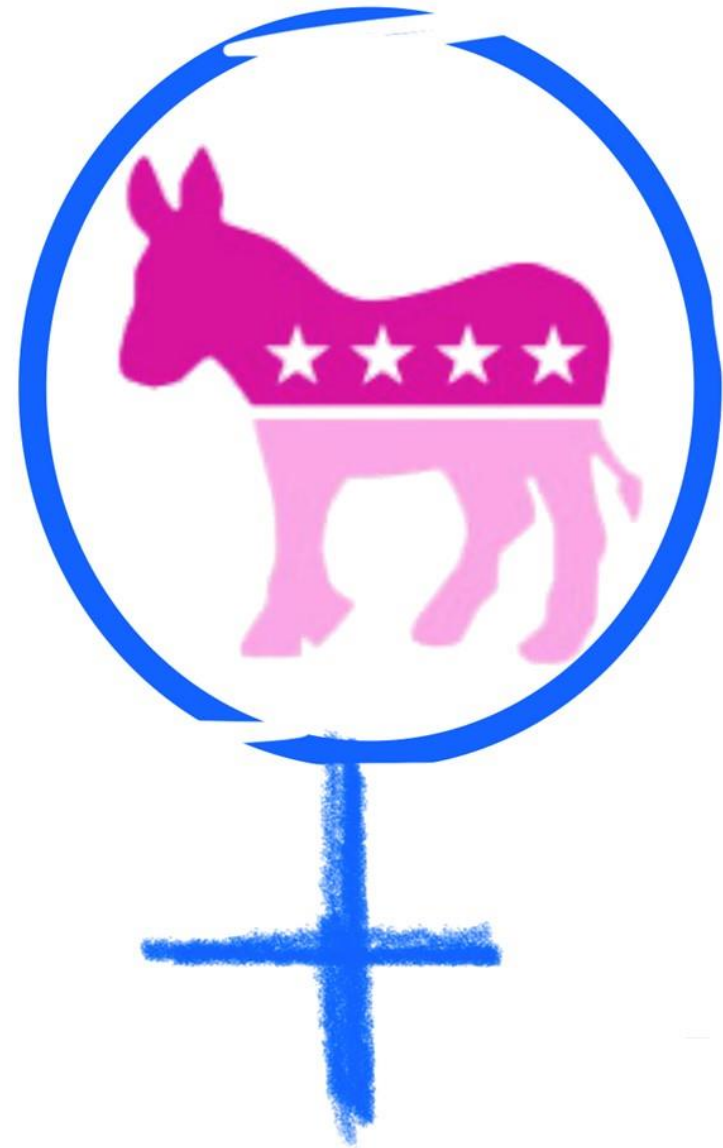


Mesa County Women's Group

Strategic Plan 2026 - 2028
(Final Copy)





Vision Statement

The Mesa County Women’s Group envisions a just, safe, and healthy community where science, diversity, and progressive ideals are embraced, and people-first governance prevails.



Mission Statement

Through collaboration with community partners, the Mesa County Women's Group creates a place to socialize, have fun, and work together on meaningful projects to support the advancement of progressive ideals and issues. This is achieved through active participation, civic engagement, education, training, and political action.



Priorities of WG Members
(as identified in survey)

Women's Group Teams

- Elections
- Health
- Climate & Environment
- Community Outreach

(Education & the economy are indirectly addressed through our elections efforts.)

SWOT ANALYSIS

Strengths

- *Participants with wide range of personal skills and experience*
- *WG well respected within the community*
- *Established connections and networking with a variety of organizations locally and state-wide*
- *Organizing teams established*
- *Association with Dems for logistics, website and VAN*

Weaknesses

- *10% of newsletter subscribers participate in meetings regularly*
- *Limited participation from younger women*
- *Some teams inactive or unfilled, roles and expectations for teams unclear*
- *Scheduling prevents participation for some*

SWOT ANALYSIS (continued)

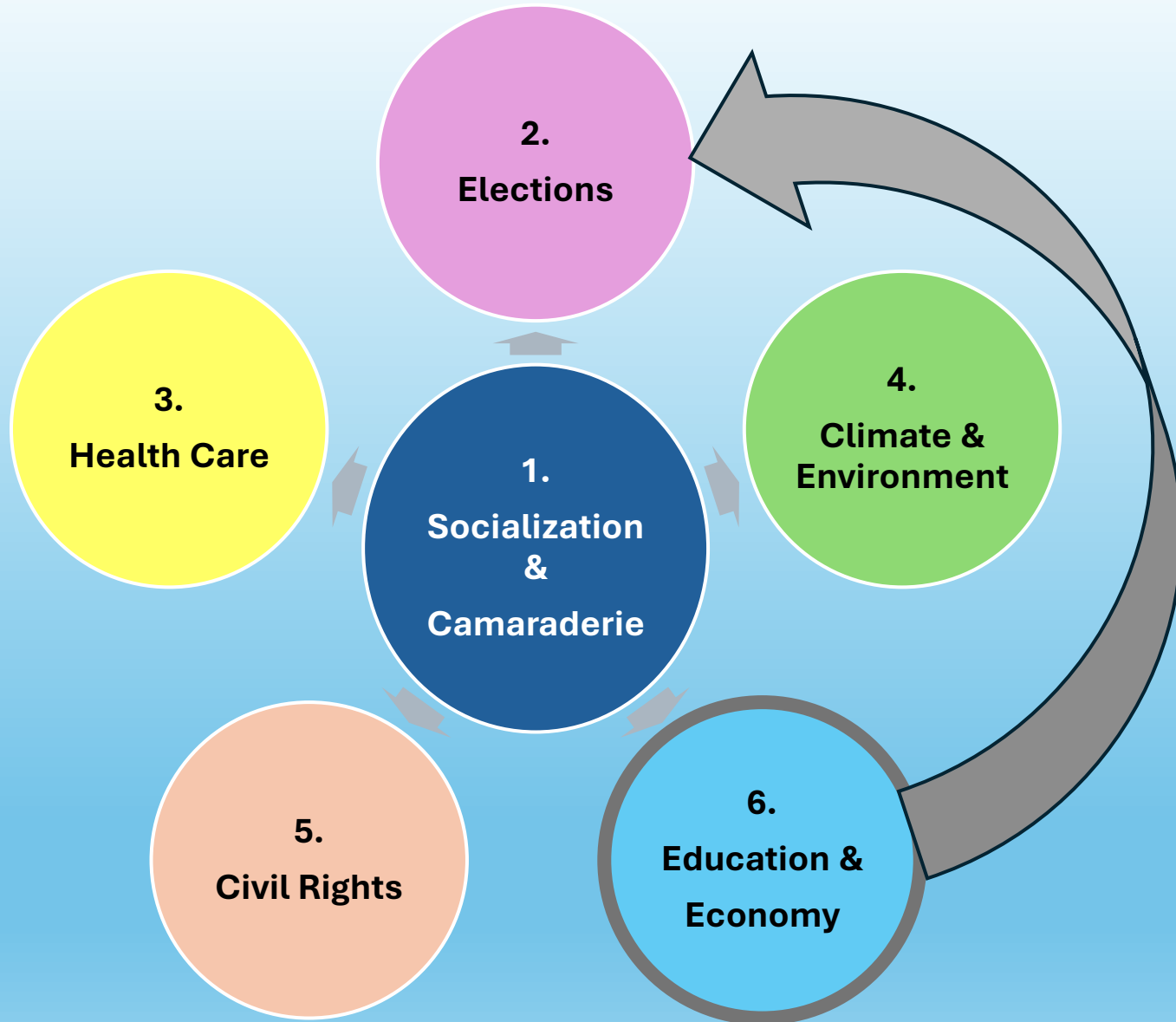
Opportunities

- *Collaborate and network with other progressive women and community groups*
- *Help flip local, state and national seats*
- *Help expand access to abortion care*
- *Access to grant funding opportunities*

Threats

- *Conservative stronghold in Mesa County*
- *Potential for burn out due to lack of shared ownership of some projects*
- *Confusion regarding group identity and nature of relationship with Mesa County Dems*

Strategic Goals



Education & economy are indirectly addressed through our elections efforts.

1. *Provide opportunity for socialization, collaboration and networking with other progressive community members.*
2. *Support progressive candidates for local, state and national offices.*
3. *Promote access to quality health care, including reproductive health care.*
4. *Raise awareness and support for environmental and climate issues.*
5. *Support at-risk community members and the organizations serving them.*
6. *Incorporate 3-year strategic plan into operational guidelines, and review annually.*

Goal 2 - Support progressive candidates for local, state and national offices.



Objectives

- 1. During election years, WG will promote and/or participate in at least four campaign-related activities intended to raise awareness around progressive candidates and issues (i.e. meet & greets, candidate forums, post-card writing, canvassing, etc.).*
- 2. During election years, WG participants will support progressive community organizations' efforts to engage with unaffiliated voters of all ages.*

Actions

- 1. Expand current elections team, which will collaborate with MCDP, candidates and other progressive political organizations to identify opportunities.*
- 2. Election team will reach out to organizations such as League of Women Voters, Western Colorado Alliance, Western Slope Youth Voice, Indivisible, Restore the Balance, to brainstorm networking opportunities.*

Goal 3 - Promote access to quality health care, including reproductive health care.

Objectives

- 1. Coordinate with PPRM annually to review and update the Mesa County Resource Library for use by PP service navigators.*
- 2. Maintain ongoing annual collaboration with Colorado Doula Project to assist in doula recruitment from Mesa and surrounding counties.*
- 3. Provide at least one annual health-related educational program to the community.*
- 4. Schedule at least one networking session per year between WG participants and a health-related organization.*

Actions

- 1. PPRM liaisons will recruit four additional volunteers, provide training (April-August), update resource guide in fall and redistribute in January (annually).*
- 2. Women's health team will conduct annual outreach to progressive groups in surrounding counties to solicit additional abortion doula trainees.*
- 3. WG Leadership Team will coordinate an annual community health education event in collaboration with local providers/experts.*
- 4. WG Leadership Team will set up at least one informative meeting for WG participants per year.*

Goal 4 - Raise awareness and support for environmental and climate issues.

Objectives

- 1. Facilitate or promote at least one annual educational program related to climate/environment in collaboration with other environmental groups.*
- 2. Coordinate at least one annual recreational activity/event to highlight Mesa County's natural resources (i.e. hike, raft, museum visit, etc.)*

Actions

- 1. Create climate/environment team who will collaborate with organizations and schedule activities.*





Goal 5 – Support under-resourced community members and the organizations that serve them.

Objectives

1. *Collaborate with La Plaza Palisade to coordinate at least two events per year to support and engage with the migrant/immigrant community.*
2. *Participate in at least one activity annually to raise awareness among community members about housing affordability and/or the needs of unhoused individuals.*
3. *Collaborate/promote/participate in at least one activity annually to raise awareness and acceptance of the LGBTQ+ community.*
4. *Conduct a minimum of four needs drives in collaboration with community organizations and request participants to bring related items to meetings.*

Actions

1. *Coat drive committee will coordinate with La Plaza and initiate soliciting of sponsors by November 1 each year.*
2. *Examine cooling collar project. If continuing, this needs to start earlier this year (March/April), and we will need more help.*
3. *Community outreach team will reach out to relevant organizations to explore potential collaboration.*
4. *Community outreach team will organize donation drives by developing an annual, rotating schedule with community partners, reaching out to partners to identify needs, and communicating the donation needs to Communications leader.*

