

WSPTA Focus Day '09: Action Plan		Owner Codes: C1=1st Chair; C2=2nd Chair; SC=FD SubComm; A=Advocacy Coord.; B=BOD; E=Exec. Dir; LD=Leg. Dir; S=State's Staff																
2009/02/20 - By: B. Shutz / S. Kloba		↑																
File: FD09 - Action Plan-Schedule v2.1.xls		↑																
CATEGORY - Action Items		Owner	Due Date	Done?	What to Develop	Done?	Execution	Owner	Due Date	A Doc	Leg LstSrv	Newsltr	Web-post	Complete?				
B Budget																		
B	Existing: Amount & Allocation	B+S					Share budget											
B	Any new revenue / re-allocations	B			TBD													
B	Recs to Carry Forward	C1&C2	April		Budget reflecting recs		Deliver to BOD	B		X								
SC Develop FD Subcommittee																		
SC	Solicit members	C1	Nov		Request letter to membership		Distribute via email			X	X	X	X					
SC	Project List	C1	5-Dec	X	Project List of items broken out; guidance & parameters	X				X								
SC	Task delegations & assignments	C1	7-Dec	X	List of item groups & timeframe	X	Distribute via email to SC			X								
M Messaging																		
M	4-6 Words (BEF)	All	9-Feb				Apply all marketing and organizational mats			X								
M	1 Sentence	All	9-Feb				Post website			X								
M	Paragraph - Story for Event	C1	15-Dec		Draft a 1 pager		post website; attchmnt			X								
M	Paragraph - Story of History	C1	15-Dec		1 pager past successes		post website; attchmnt			X								
M	Signage:	C1&C2																
M	Bus & Car Window Signs	B,SC	19-Jan		B develop parameters & standards: in-route		Design, PDF, post web		20-Jan	X								
M	Rally Audience / Transpo Signs	B,SC	19-Jan		Develop parameters & standards for attendees to self-print; sustainable		Design, PDF, post		20-Jan	X								
M	Signs: FD Slogans	B,SC	19-Jan		Set standards		Design, PDF, post		20-Jan	X								
M	Signs: Attendee Geo. Areas	B,SC	19-Jan		Set standards		Design, PDF, post		20-Jan	X								
M	Signs: Advoc. Partner Orgs.	B,SC	19-Jan		Set standards		Design, PDF, post		20-Jan	X								
M	Signs: Top 5 Issues	B,SC	19-Jan		Set standards		Design, PDF, post		20-Jan	X								
M	Banner on the Steps	C1	1-Feb		Large vinyl banner / language / vendor; Contrib Linda.H (\$100 to BCS) / K.Munn		Find vendor, contract, deliver to FD		18-Feb									
M	Podium Area WSPTA ID	C1	18-Feb		ID Lanyard / ID Card		Buy lanyard; print cards			X								
M	Chants (see day-of-rally)	All	1-Feb		List of slogans, phrases, retorts					X								

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P Partnering w/ Advocacy Orgs																	
P	List of Partners / Orgs	C1&C2	1-Dec	X	List & contact info			C2		X							
P	Below K-12: Early Ed	C1&C2	1-Dec														
P	Above K-12: Higher Ed	C1&C2	1-Dec														
P	Invites	C1, E+A	1-Dec														
P	Contact - email & call	C1, E+A	5-Jan														
P	Meeting	C1, E+A	29-Jan														
P	Letter request of understanding	C1, E	29-Jan														
P	Integrate Orgs into Ed/BEF Msg	C1, E+A			Ltr request of understanding					X							
P	Who Invites - Indiv/Org	C1	1-Dec		Email/Letter caller scripts		Chairs & Staff send		--								
P	Ongoing Communication	C1, E+A			Cultivate relationship				--								
T Transportation							WABus.org ?										
T	Carpool	C1	17-Dec		Concept Info Sheet					X							
T	Parking	C1	17-Dec		Info & Map					X							
T	Bus / Load Zone	C1	17-Dec		Info & Map					X							
T	Identify Councils w/ Bus Plan	C1	17-Dec		Email to all					X	X	X	X				
T	Solicit Sponsors for Bus Fees	C1	17-Dec		Talk to partners		Secure sponsorship										
	Notify members/partners of option	C1	17-Dec		Email to all					X	X	X	X				
T	Materials - Carpool & Bus	C1&C2	17-Dec	X	Overview to all modes, w/ Instructions					X							
T	Materials - Bus	C1	17-Dec		Bus Charter Info - How & Who					X							
T	Materials - Bus	C1	17-Dec		Bus Rider Reservation Form					X							
T	Materials - Bus	C1	17-Dec		LU Bus Rider RSVP Tracker Form					X							
T	Materials - Carpool	C1	17-Dec		Carpool Info					X							
T	Materials - Carpool	C1	17-Dec		LU Carpool RSVP Tracker Form					X							
T	Materials - Carpool & Bus	C1	17-Dec		Olympia Capital Campus Map & Parking Info					X							
T	BEF & FD Educational Info - Bus	C1,CS	16-Feb		Handouts for LUs to print for bus and carpools					X							
T	Transpo Window Signs	C1,CS	2-Feb		ID's on car/bus for riders					X							

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R RSVP System																	
R	Who designs & implements																
R	Messaging	C1&C2	6-Nov	X	List of items	X				X							
R	Data points	C1&C2	6-Nov	X		X				X							
R	Database - functionality	C1+S	10-Dec				Request from KH periodically										
R	Go online "live" target date	S	10-Dec		Finalize content and functions		Ensure live activation	S	15-Dec								
R	Announce / Activate	C1	12-Dec		Draft content		Post website; distribute all links			X	X	X	X				
R	Content / Messaging	C1	10-Dec		Draft content					X							
R	Use of Data	C1&C2+S			Tabulate attendance stats		Employ in communications	C1, A									
R	Use of Data	C1+S			Event Updates email database		Employ in communs.	C1, A									
R	Use of Data	C2			Organize local area transportation		Employ in communs.	C1, A									
R	Use of Data	C1+S			Action Alert registration		Employ in communs.	C1, A									
VP Virtual Participation																	
VP	Bus Departure Parking Lot Events				Media invites, script		Invite media			X							
VP	LU Members Messaging	C1&C2 + CS			Draft for LU to distribute					X	X	X	X				
VP	LU Leadership Messaging	C1&C2 + CS			Draft instructing LU leaders					X	X	X	X				
VP	Community Messaging	C1&C2 + CS			Draft for LU leaders to distribute					X							
VP	Poster for public posting (non-schools)	C1&C2 + CS			Template of poster / flyer; public posting locales					X							
VP	Partners Messaging	C1&C2 + CS			Collaborate & coordinate												
VP	CapWiz / AA - Schedule													X			
VP	#1 CapWiz - Content & Date	C1 + A	1-Dec		Invite to FD		Post CapWiz; send AA	A		X	X	X	X				
VP	#2 CapWiz - Content & Date	C1 + A	1-Jan		BEF Report Release		Post CapWiz; send AA	A		X	X	X	X				
VP	#3 CapWiz - Content & Date	C1 + A	15-Jan		Session opens - BEF		Post CapWiz; send AA	A		X	X	X	X				
VP	#4 CapWiz - Content & Date	C1 + A	1-Feb		FD Reminder		Post CapWiz; send AA	A		X	X	X	X				
VP	#5 CapWiz - Content & Date	C1 + A	24-Feb		Day of FD - BEF Msg		Post CapWiz; send AA	A		X	X	X	X				
VP	#6 CapWiz - Content & Date	C1 + A	27-Jan		FD Follow-up - highlights		Post CapWiz; send AA	A		X	X	X	X				

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IM Internal Marketing																	
IM	WSPTA website	S		Own page off Leg?			S										
IM	FD Materials						A, S		X								
IM	Flyer	C1	Updates	Doc & PDF		Post website	A, S	Updates	X								
IM	Event Description & Agenda	C1&C2	Updates	Doc & PDF		Post website	A, S	Updates	X								
IM	Outline of Talking Points	C1&C2	15-Dec	X	PDF	Post website	A, S	15-Dec	X								
IM	PowerPoint marketing file	C1&C2	15-Dec	X	PPT	Post website	A, S	15-Dec	X								
IM	Hotel Info	C1	15-Dec		PDF	Post website	A, S	15-Dec	X								
IM	Links to ECBEF Page	C1	15-Dec		Post materials on ECBEF page	Post website	A, S	15-Dec									
IM	Issue Education Materials	C1	15-Aug	X	WA Citizen Guide to K-12 Finance 2008	Post WA Leg's PDF to website		--				X					
IM	Issue Education Materials	C1	15-Aug	X	WA Citizen Guide to The State Budget 2008	Post WA Leg's PDF to website		--				X					
IM	Social Networks - Facebook + Twitter	CS	tbd	Brooke's interests in developing FaceBook presence			CS										
IM	YouTube Virals	CS	tbd	Create & post snippets, PPTs			CS										
IM	Attendee Visual ID - individuals wear	C1				Include in emails/messaging		24-Feb									
IM	Leadership/GrassRts NewsLtr - 1st	C1&C2	11-Dec	Msg: roll out of RSVP, resources on web; solicit for committees		Send out L/G nwsltrs	A	12-Dec	X	X	X						
IM	Leadership/GrassRts NewsLtr - 2nd	C1&C2	1-Jan	Msg: re-roll out of RSVP +		Send out L/G nwsltrs	A	2-Jan	X	X	X						
IM	Leadership/GrassRts NewsLtr - 3rd	C1&C2	8-Jan	Msg: use WSPTA website +		Send out L/G nwsltrs	A	9-Jan	X	X	X						
IM	Leadership/GrassRts NewsLtr - 4th	C1&C2	15-Jan	Msg: solicit local stories; +		Send out L/G nwsltrs	A	16-Jan	X	X	X						
IM	Leadership/GrassRts NewsLtr - 5th	C1&C2	22-Jan	Msg:		Send out L/G nwsltrs	A	23-Jan	X	X	X						
IM	Leadership/GrassRts NewsLtr - 6th	C1&C2	29-Jan	Msg:		Send out L/G nwsltrs	A	30-Jan	X	X	X						
IM	Leadership/GrassRts NewsLtr - 7th	C1&C2	5-Feb	Msg:		Send out L/G nwsltrs	A	6-Feb	X	X	X						
IM	Leadership/GrassRts NewsLtr - 8th	C1&C2	12-Feb	Msg:		Send out L/G nwsltrs	A	13-Feb	X	X	X						
IM	Leadership/GrassRts NewsLtr - 9th	C1&C2	19-Feb	Msg: all attendee how-to info		Send out L/G nwsltrs	A	20-Feb	X	X	X						
IM	Leadership/GrassRts NewsLtr - 10th	C1&C2	19-Feb	Msg Topic: Post THANKS!		Send out L/G nwsltrs	A	27-Feb	X	X	X						

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IM Internal Marketing - cont.																			
IM	RSVP's Direct Email - 1st	C1&C2	8-Jan		Msg Topic: RSVP roll out		Send out email	A	6-Jan	X	X								
IM	RSVP's Direct Email - 2nd	C1&C2	12-Jan		Msg:		Send out email	A	13-Jan	X	X								
IM	RSVP's Direct Email - 3rd	C1&C2	19-Jan		Msg:		Send out email	A	20-Jan	X	X								
IM	RSVP's Direct Email - 4th	C1&C2	26-Jan		Msg:		Send out email	A	27-Jan	X	X								
IM	RSVP's Direct Email - 5th	C1&C2	2-Feb		Msg:		Send out email	A	3-Feb	X	X								
IM	RSVP's Direct Email - 6th	C1&C2	9-Feb		Msg:		Send out email	A	10-Feb	X	X								
IM	RSVP's Direct Email - 7th	C1&C2	12-Feb		Msg:		Send out email	A	13-Feb	X	X								
IM	RSVP's Direct Email - 8th	C1&C2	16-Feb		Msg:		Send out email	A	17-Feb	X	X								
IM	RSVP's Direct Email - 9th	C1&C2	19-Feb		Msg: all attendee how-to info		Send out email	A	20-Feb	X	X								
IM	RSVP's Direct Email - 10th	C1&C2	24-Feb		Msg: THANKS!		Send out email	A	25-Feb	X	X								
IM	RSVP's Direct Email - 11th	C1&C2	19-Feb		Msg: THANKS!		Send out email	A	27-Feb	X	X								
IM	Leg. Listserve	C1&C2			Text message - roll out		Send out email	B&S			X	X							
IM	RLC Listserve	C1&C2			Text message - roll out		Send out email	B&S			X	X							
IM	Get added to RLC listserv	LD,S	15-Dec		Ask staff to add Chairs to RLC forum listserv for Dec/Jan/Feb			LD	15-Dec										
LU Council's / LU's Local Marketing																			
LU	Leadership																		
LU	Solicit local stories	C2, CS	8-Jan		Form: outline uniform topics		(Nancy Hartnell?)				X	X	X	X					
LU	C/LU-BOD: SD Super & SchBrd	C1	8-Jan		Letter template of notice & invite; formal or email						X			X					
LU	Post WSPTA docs to local sites	C1	8-Jan		Request / Guide						X								
LU	Community - Local paper ad copy	C2	8-Jan		Template for ad copy														
LU	Local Media - How to Contact	C2	8-Jan		How-to 1-pager; guidelines & suggestions;														
LU	Local Media - Contact Letter template	C2	8-Jan		Contact Letter template of notice & invite; "press packet"		post; attachment												
LU	Local Media - Editorial talking points	C2	8-Jan		Outline of format & talking points to guide but not template a form						X								
LU	To Partners - Invite	C1	8-Jan		Template of invite														

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MC	Media Coverage by WSPTA														
MC	CD List of Contacts	A	1-Dec		Purchase list		Purchase list	A							
MC	Messaging	A, S	1-Dec												
MC	Materials	A, S	1-Dec												
MC	Day-of Packet Matls	C1, A, S	9-Feb		Contents: Folder / Handouts / Talking Points/ Osition Papers / Agenda / Welcome		Print, Assemble, Pack	S	24-Feb	X					
MC	Strategies per medium														
MC	Contact Editorial Boards														
MC	Contact Journalists														
MC	Deliver solicited local stories														
MC	Daily / Weekly Print														
MC	Monthly Print														
MC	TV														
MC	Radio														
MC	Blogs														
MC	YouTube Virals														
MC	Target Areas														
MC	North - awarenes / ed														
MC	NW - for attendance														
MC	East - awarenes / ed														
MC	NE - awarenes / ed														
MC	West - for attendance														
MC	SW - for attendance														
MC	South - awarenes / ed														
MC	SE - awarenes / ed														

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LI Legislator Influence																		
LI	Personal Contact	Donna			Invite		Invite	Donna										
LI	Invites / Save Date by lobbyist	C2			Template of notice					X								
LI	Invites - paper?	C2, A			Printed Invite? Any budget?					X								
LI	For members to electeds:																	
LI	FD Invites from CLCs / LUs	C2	15-Dec		FD Invite: Template of save date notice / invite / request to meet indivs					X	X	X	X					
LI	LU-BOD: Ltr to Legs w/ signtrs	C1			FD Genl. Support: Letter & form template to circulate for signatures to mail to legs					X	X	X	X					
LI	Cncl-BOD: Ltr to Legs w/ signtrs	C1			Ditto above					X	X	X	X					
LI	Reminder of Invite follow-up	C2			Templates - email		Email			X	X	X	X					
LA Member Advocacy Tools w/ Legislators																		
LA	Resource for advocacy action	C1	15-Dec		Virtual Participation - CapWiz				15-Dec	X				X				
LA	Resource for advocacy action	C1	15-Aug	X	Advice Guide to Advocacy Conversations with your Legislator		Update		15-Dec	X				X				
LA	Resource for advocacy action	C1	15-Aug	X	Practical Tips to Attending Focus Day in Olympia – Directions and Details		Update		15-Dec	X				X				
LA	Resource for advocacy action	C1	15-Aug	X	Find Your School District's Legislative Districts		Update		15-Dec	X				X				
LA	Resource for advocacy action	C1	15-Aug	X	Find and Contact Your District Legislators – Quick Listing		Update mid-Jan when info is available	BCS	12-Jan	X				X				
LA	Resource for advocacy action	C1	15-Aug	X	Find and Contact Your District Legislators – The Advocate's Full Database		Update mid-Jan when info is available	BCS	12-Jan	X				X				
LA	Resource for advocacy action	C1	15-Aug	X	Share Your Advocacy Experience via a Legislator Post-Contact Report				--	X				X				
LA	Resource for advocacy action	C1	15-Aug	X	Last Year's FD-2008 Legislator Appointment Schedule				--	X				X				
LA	Issue Education Materials	C1	15-Aug	X	WA Citizen Guide to K-12 Finance 2008		Post WA Leg's PDF to website		--	X				X				
LA	Issue Education Materials	C1	15-Aug	X	WA Citizen Guide to The State Budget 2008		Post WA Leg's PDF to website		--	X				X				

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1C Day of: Columbia Rm.																	
1C	Agenda - script day's C.Rm activities	C1, All	28-Jan		Min-by-min plan & script				26-Feb	X							
1C	Equipment / Supplies	S	18-Feb						26-Feb								
1C	Staffing	S	18-Feb						26-Feb								
1C	Speakers		ASAP						26-Feb								
1C	Prez Laura Bay		1-Sep						26-Feb								
1C	FD Co-Chairs		1-Sep						26-Feb								
1C	LD Paul Cheek		1-Sep						26-Feb								
1C	L Donna Christensen		1-Sep						26-Feb								
1C	Top 5 Submitters	C2, A	18-Dec		Draft email of invite to submitters				26-Feb								
1C	#1 - EdFnd	C2, A	18-Dec		Draft email invite; 5 min ea	5 mins			26-Feb								
1C	#2 - M&S	C2, A	18-Dec		Draft email invite; 5 min ea	5 mins			26-Feb								
1C	#3 - WASL	C2, A	18-Dec		Draft email invite; 5 min ea	5 mins			26-Feb								
1C	#4 - Core24	C2, A	18-Dec		Draft email invite; 5 min ea	5 mins			26-Feb								
1C	#5 - TeachComp	C2, A	18-Dec		Draft email invite; 5 min ea	5 mins			26-Feb								
1C	Attendee Packet - Contents	C1, A			List of historical content - see separate Excel file for '08: FD08 - Packet Contents History Record 2004-08 vFINAL08.xls				26-Feb	X							
1C	Signage - Hallway	C1, CS	18-Feb		Directions, Agenda, Sign-In?	Hang for display			26-Feb	X							
1C	Signage - Interior	C1, CS	18-Feb		Reg#s, Agenda, Campus Map	Hang for display			26-Feb	X							
1E Day of: Capitol Exterior																	
1E	Activities	C2, All	28-Jan						26-Feb								
1E	Equipment / Supplies	S	18-Feb			Put in place			26-Feb								
1E	Staffing	S	18-Feb						26-Feb								
1E	Signage - Parking Area	C1, CS	18-Feb		Directions, Campus Map	Put in place			26-Feb	X							
1E	Signage - Access Areas	C1, CS	18-Feb		Assembly areas, directions	Put in place			26-Feb	X							

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1R Day of: Rally																	
1R	Agenda - script day's Rally activities	C1, All	24-Feb		Min-by-min plan & script				24-Feb	X							
1R	Signage: Place or distribute		26-Feb						24-Feb	X							
1R	Banner on the Steps	CS	26-Feb				Hang for display		24-Feb								
1R	Audience Signs	CS	26-Feb		Repair & maintenance items		Monitor OK'ness		24-Feb								
1R	Podium Area WSPTA ID	C1	26-Feb				Distribute		24-Feb								
1R	Equipment / Supplies	S	17-Feb						24-Feb								
1R	Arrange for Sound System	S	17-Feb						24-Feb								
1R	Music	C2, CS	17-Feb						24-Feb								
1R	Support Staffing	S	26-Feb						24-Feb								
1R	Podium Emcee	C1, S	ASAP						24-Feb	X							
1R	Chant - reply to question	C1, S	24-Feb						24-Feb	X							
1R	Chant - departing, thanks & hope	C1, S	24-Feb						24-Feb	X							
1R	Podium Speakers	C1, S	ASAP						24-Feb	X							
1R	WSPTA Pres. Laura Bay	C1, S	1-Sep	X					24-Feb								
1R	WSPTA LD Paul Cheek	C1, S	1-Sep	X					24-Feb								
1R	WSPTA FD Chairs	C1, S	1-Sep	X					24-Feb								
1R	Governor Gregoire	C1, S	ASAP		Invite & confirm; parameters				26-Feb								
1R	Sen. Maj, Ldr. Lisa Brown?	C1, S	ASAP		Invite & confirm; parameters				26-Feb								
	Sen. Min. Ldr. Mike Hewitt ?	C1, S	ASAP		Invite & confirm; parameters				26-Feb								
	Hse. Maj. Spr. Chopp ?	C1, S	ASAP		Invite & confirm; parameters				26-Feb								
	Hse. Min. Spkr. Richard DeBolt ?	C1, S	ASAP		Invite & confirm; parameters				26-Feb								
	OSPI Super. Randy Dorn ?	C1, S	ASAP		Invite & confirm; parameters				26-Feb								
	BEF Chair Dan Grimm ?	C1, S	ASAP		Invite & confirm; parameters				26-Feb								
	BEF Rep. Ross Hunter ?	C1, S	ASAP		Invite & confirm; parameters				26-Feb								
	BEF Rep. S.Priest / G.Anderson?	C1, S	ASAP		Invite & confirm; parameters				26-Feb								
1R	Advocate Partners ?	C1, S	ASAP		Invite & confirm; parameters				26-Feb								
1R	Field Leaders	C2	17-Feb		Field Guide "Manual"		Distribute in advance		24-Feb								
1R	Event Photographers / Video	C2, CS, S	17-Feb		Solicit: Lincoln Potter -, convention guy?				26-Feb								
1R	Attendee Visual ID - individuals wear	C1, S	17-Feb				Include in emails/messaging		24-Feb								

WSPTA Focus Day '09: Action Plan		Owner Codes: C1=1st Chair; C2=2nd Chair; SC=FD SubComm; A=Advocacy Coord.; B=BOD; E=Exec. Dir; LD=Leg. Dir; S=State's Staff															
2009/02/20 - By: B. Shutz / S. Kloba		↑															
File: FD09 - Action Plan-Schedule v2.1.xls		↑															
CATEGORY - Action Items		Owner	Due Date	Done?	What to Develop	Done?	Execution	Owner	Due Date	A Doc	Leg.LstSrv	Newsltr	Web-post	Complete?			
FU Follow-Up Post-Event																	
FU	Web Content - Text Docs	C1, A, CS	26-Feb		Summary Description, Highlights				26-Feb								
FU	Web Content - Video	CS	2-Mar		Video Content - edit				26-Feb								
FU	Web Content -	CS	2-Mar		Video Links		A		26-Feb								
FU	Web Content -	CS	2-Mar		Video Posts		A		26-Feb								
FU	LU Matls/NwsLtrs	C1, C2, A	13-Feb						26-Feb								
FU	Media	A, Donna	26-Feb						26-Feb								
FU	Thank You's - Volunteers	C1, C2, A	26-Feb		Sample Article & Newsletter				26-Feb	X							
FU	Thank You's - Staff	C1, C2, A	26-Feb						26-Feb	X							
FU	Attendee Feedback	C1, C2, A	13-Feb		Zoomerang				26-Feb	X							
FU	Member Feedback	C1, C2, A	13-Feb		Zoomerang				26-Feb	X							
FU	Partner Feedback	C1, C2, A	13-Feb		Zoomerang				26-Feb	X							
FU	Member Feedback	C2, CS, A	13-Mar		Convention Survey				13-Mar	X							
FU	Legislator Thanks / Follow-up	All	26-Feb		See "Legislator Influence"				26-Feb	X							
EP Event Post-Mortem																	
EP	Set Meeting Date	All	2-Mar														
EP	Deconstruct	All	2-Mar														
EP	Document Lessons Learned	C1	2-Mar							X							
EP	Archive Materials	C1	1-Apr														
EP	ID new Chair candidates	All	1-May														
	Remove Chairs RLC listserve	LD,S	1-Jun		Ask staff to delete '09 FD Chairs from RLC forum listserve			LD									

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CATEGORY - Action Items	<u>Owner</u>	<u>Due Date</u>	Done?	What to Develop	Done?	Execution	Owner	<u>Due Date</u>	A Doc	Leg.LstSrv	Newsltr	Web-post	Complete?		
PP Event Post-Events															
PP What to ask attendees do with Legs:															
PP Email/write/call periodically															
PP Attend local Town Halls															
PP Make appts in small groups															
PP Ltrs to local Ed															