

Goal 1: Develop Unit and Department Operational Standards and Training

As the American Legion Auxiliary nears her 90th birthday, those leading from the national level recognize the need to evaluate the health of the organization at all levels and to provide services and assistance to ensure the viability and capacity of the departments and units to effectively carry out our mission.

This work begins with clearly defining the roles of all levels of the ALA, establishing minimum standards for each level, developing processes to help each level evaluate how well they meet these standards, assisting them with creating a plan to improve and meet the standards, supporting them as they implement these plans, and providing a means for ongoing review and evaluation.

Toward this end the strategy planning team has developed detailed first year plans that will assist in achieving these objectives.

Goal 2: Leverage Technology to Improve Operations and Communications

The American Legion Auxiliary has nearly 900,000 members throughout the United States and several foreign countries. The ability to communicate effectively with our members, our donors, the public, and those we serve, both vertically and horizontally, is critical to the fulfillment of our mission and the effective accomplishment of our programs. Technology is also a tool to improve operational efficiencies and capacity.

Throughout history humans have developed and used technology to shape and give meaning to their lives. Today the use of the Internet is not only a means of obtaining information, but it has become a means of socializing and working together to achieve common purposes. More and more, powerful hand-held personal electronic devices are being used to connect people wherever they are and whatever they may be doing.

Future members of organizations such as the ALA will demand that we meet their needs for information and services through the use of technology as well as through more traditional methods. Current members also understand the need and value in improving our ability to effectively utilize this modern tool for doing good for those we serve. At every level of the organization through wise and strategic use of technology we can improve our ability to reach those we serve, connect with those who will work with us to serve them, and conduct the operational business processes that will support the accomplishment of our mission.

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Goal 3: Become the clearinghouse for information, programs and services

Every generation of ALA members has been faced with challenges unique to their place and time in history and the responsibilities to plan for the future needs of those we serve as they can best determine them. By examining the work of experts who are today predicting the possible scenarios of our future, the ALA desires to set a course now that will not only improve our short-term impact upon those we serve, but will also position us to meet their long-term needs.

One of the primary ways we believe that we can accomplish this is by becoming a clearinghouse for information, programs and services that focus upon our core value of serving our veterans and military and their families. Utilizing our broad grassroots network, focusing our collective program efforts, and convening collaborative partnerships will help us accomplish this vital work.

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