

## **Six Month Work Plan (Dec. 2023-May 2024)**

### **For Fuerzas Unidas Caucus Leadership**

#### **Goal 1 -ENHANCE FUERZAS CAPACITY FOR GOVERNANCE**

**Objective A:** Identify Leadership vacancies, recruit candidates, and fill positions both state-wide and regional (ongoing)

- Identify potential candidates through continuing organizational outreach - *ALL*

**Objective B:** Enhance the Skills and Abilities of Members to Build the Organization and adding to individual member skill sets) (*Frances Gonzales*)

- Identify Legislators
- Legislative-Bill Tracking training
  - Training Documents
  - Look for other organizational trainings
- Point of Contact - *Frances*

**Objective C:** Engage and activate membership in focus areas through committee participation (Legislative, Communications/Marketing - including Spanish translation, Fundraising, Event Organizing, Outreach/Membership, Processes/Procedures/By-laws) (*Felice Garcia*)

- Fundraising Committee (*Felice*)
  - Find committee members - working committee to do research and development
  - Plan 1-3 events per year in at least three regions; North, Central, South
- Update -Budget is done

#### **Goal 2 -EXPANDING THE IMPACT OF FUERZAS UNIDAS CAUCUS STATEWIDE**

**Objective A: Already met and will continue to do**

**Objective B:** Increase Impact of FZUC through partnership development and collaboration (*Christy Trejo-Montes & Augustine Montoya*)

- Follow up for connections made (by county)
  - Attend their functions
  - Identify allied organizations
- Data Collection from connections made (*Augustine*)
  - Membership
  - Events
  - Voter Data
- Collaborate with county chairs in South East Rural Region (*Christy*)
- Standardize partnership survey (*Augustine*)
- Use compiled FZUC membership data to assess caucus impact (*Christina and Augustine*)

**Objective C:** Expand membership and communication through targeted social media platforms and various communication tools (Website, Newsletter, Facebook, Instagram and Twitter) (*Melissa Ontiveros & Augustine Montoya*)

- Create and Instagram, X(Twitter), and possibly TikTok accounts (*Melissa*)
- Support -Content and Posting (*Augustine*)
- Schedule: Minimum of 1x/week (*Melissa & Augustine*)
- Newsletter & Website-Need content providers and future training (*Tami Bryant*)

**Objective D:** Ensure that leadership positions at all levels of democratic party reflect the ethnic diversity of our state (*Christy Trejo-Montes, Vicky Estrada-Bustillo & Marisol Enriquez*)

- Work with Secretary of State and DPNM Data (*Christy, Vicky, Marisol*)
- Experts to extrapolate info on demographics to inform focused caucus activities (*Christy, Vicky, Marisol*)
  - I.e. Maureen Skowran (GIS), Barbara Pearlman, Others
- Once data gathered, establish process for each regions rep
- Work with DPNM Affirmative Action Committee to assess SCC Hispanic Participation (*Vicky*)
- Work with Ward and Precinct Chairs (*Vicky*)

### **Goal 3: -BUILD COMMUNITY RELATIONSHIPS TO ENGAGE IN DEMOCRATIC PROCESS**

**Objective A:** Establish community dialogues to understand community needs, issues and priorities. This includes helping Hispanos identify community needs and guide them in engaging in their local policy-making processes to address those needs and informing Hispanos from rural and urban communities about Democratic policies and processes. (*Christina Enriquez-De La Torre, Augustine Montoya & Felice Garcia*)

- Calendar of statewide organizational events (by region) (*Christina*)
  - Compile list of websites (use grassroots list to start)
- Funnel event info to social media team (*Augustine*)
- Compile list of attendees for future events (*Felice*)
- Gather issues of concern at events
  - Post-it notes, cards, etc.
  - Create template (*Augustine*)

**Objective B:** Develop relationships specifically with community leaders (formal and informal) (*Augustine Montoya*)

- Contact rural Ombudsman (*Augustine*)
  - Identify regional representation through that office
  - Identify elected officials by county and establish relationships
- Develop Template to enter contact info, pre-existing lists & break out by region (*Augustine*)

**Objective C:** Increase Hispano representation, participation, and engagement in the Democratic party (*Christy Trejo-Montes & Vicky Estrada-Bustillo*)

- Target schools (High School, Colleges, Universities) to educate youth and register them to vote (*Christy*)
- Follow up with potential radio personalities for GOTV (*Vicky*)

## **Goal 4 -INFLUENCE POLICY**

**Objective A:** A: Partner with organizations that share policy priorities to effect policy (Policy priorities may change, expand, evolve overtime based on membership input) (*Melissa Ontiveros, Vicky Estrada-Bustillo and Christy Trejo-Montes*)

- Send priority survey to entire FZUC membership to re-establish priority goals (*Vicky & Christy*)
- Use existing list of allied organizations and outreach to find areas for collaboration (*Melissa*)

**Objective B:** Develop and implement actions to ensure elected officials are aware of Caucus policy priorities (*Felice Garcia, Christina Enriquez-De La Torre & Melissa Ontiveros*)

- Based on survey results, identify caucus priorities
- Reach out to get Hispanic Day for January 2024 legislative session (*Felice*)
- Organizes FZUC presence/table (*Christina & Melissa*)

**Objective C:** Is not Priority for this 6 month period.