



**Fuerzas Unidas Caucus DPNM (FZUC)**

**2 YEAR STRATEGIC ACTION PLAN**  
**2023-2025**

January 2023

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## ABOUT THE CAUCUS

### History

By-Laws were first created and Interim State Officers and Regional Representatives were appointed in November-December of 2021. The Fuerzas Unidas Caucus was officially approved by the State Central Committee of DPNM on December 1, 2021. The Caucus By-Laws were approved by DPNM State Rules Committee and signed off by state party on Jan. 11, 2022

Interim officers were appointed and served in positions from November 2021-May of 2022. First elections were held in May 2022, with 85 voting members and voter participation from every region of the state (See Appendix for map of regions, organizational chart and elected officers).

Organization vision statement, mission statement and mission goals were developed in 2022 by the election leadership team.

### In 2022

In the first year the caucus held monthly leadership and membership meetings and distributed an electronic monthly newsletter. Additionally, a website and social media platform were created.

Marketing materials including a business card and postcard (both in English and Spanish) were created and distributed throughout the state by the regional representatives and state-wide officers.

A survey was developed and distributed to all membership to help identify priority areas of interest and issues that the caucus membership wanted the caucus to focus on (See Appendix for Survey Results)

Outreach to various organizations began in 2022 through meeting presentations and partnering in community outreach events (i.e. Septemberfest). The caucus members also were active in various campaigns working to support and elect various hispanos and democrats.

## VISION STATEMENT

We envision a state where Hispano Communities are actively engaged in the democratic political process to address community needs, solve Hispano community issues, and where Hispanos have a voice in and throughout the Democratic party.

## MISSION STATEMENT

Working Together to Empower Hispanos Across New Mexico.

## FUERZAS UNIDAS MISSION GOALS

- ▶ Inform and engage Hispanos in rural and urban communities of New Mexico
- ▶ Work together to identify and address Hispano community needs
- ▶ Support leaders and elected officials who advocate for Hispano priorities and policies

## THIS PLAN

This plan outlines our plan of action to achieve our Mission Goals through Action Plan Priority goals, objectives and measurable action items over the next two years. The plan goals and objectives will be reviewed and updated annually. The leadership will review quarterly to evaluate progress throughout the year.

## ACTION PLAN IMPLEMENTATION VALUES

- ❖ Demonstrate integrity, accountability, inclusivity and transparency
- ❖ Promote community-centered civic engagement and organizing by listening to our community members to understand their needs and wishes
- ❖ Lead by example and emulate behaviors we value
- ❖ Encourage change while respecting cultures and traditions
- ❖ Embrace cross cultural and socioeconomic diversity
- ❖ Solve problems identified by community members
- ❖ Establish and nurture relationships that promote thriving Hispano communities
- ❖ Shift cultural behaviors to those that better advance community well-being

## ACTION PLAN GOALS

1. Enhance Fuerzas Unidas Capacity for Governance
2. Expand the Impact of FZUC Statewide
3. Increase Community Outreach and Participation
4. Influence Policy in Defined Priority Areas

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### Goal 1: Enhance Fuerzas Capacity for Governance

Objective A: Fully Developing the Organization Structure by the end of 2023

Objective B: Enhance the Skills and Abilities of Members to Build the Organization (defined as filling all leadership roles; having all regions of the state represented; and, adding to individual member skill sets)

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)

Action/Strategy	By Whom/Partners	2023	2024	2025
<b>Objective A:</b> <ul style="list-style-type: none"> <li>Identify Leadership vacancies, recruit candidates and fill by the end of 2023</li> <li>Develop succession plan for leadership positions</li> </ul>	Chair and Vice-Chairs  All Leadership Team	X	X	
<b>Objective B:</b> <ul style="list-style-type: none"> <li>Develop Leadership Training -Identify and Provide leadership training opportunities at least 1 per year</li> <li>Develop and Implement Mentoring for incoming leadership and pipeline for future leadership team</li> <li>Develop Communications Training for Fuerzas internally and externally -Identify and Provide Communications training opportunities at least 1/ year</li> </ul>	Chair and Vice-Chairs lead (post election focus). All leadership participate  All Leadership Team  Communications Team Leads. Support from Chair and Vice-Chairs	X  X  X	X  X  X	X  X  X
<b>Objective C:</b> <ul style="list-style-type: none"> <li>Develop committees and recruit members from membership, advisory team and leadership team</li> <li>Each committee develops work plan</li> </ul>	- Legislative - Communications - Fundraising - Event Organizing - Outreach/Membership - Process/Procedures/By-Laws	X  X  X		

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### Goal 2: Expanding the Impact of FZUC Statewide

Objective A: Enhance Impact of FZUC through increase in community activities and events

Objective B: Increase Impact of FZUC through partnership development and collaboration

Objective C: Expand membership and communication through targeted social media platforms and various communication tools ( Website, Newsletter, Facebook, Instagram and Twitter)

Objective D: Ensure that leadership positions at all levels of democratic party reflect the ethnic diversity of our state

Action/Strategy	By Whom/Partners	2023	2024	2025
<p>Objective A:</p> <ul style="list-style-type: none"> <li>Participate in outreach events such as: town halls, community meetings and/or political events to disseminate information about the Caucus (at least 1 event/region)</li> <li>Maintain and distribute Caucus organizational marketing materials (i.e. business cards, postcards, Qr codes, banner....)</li> </ul>	<p>Regional Reps in coordination with membership. Support from Leadership</p> <p>Communications Leads and Leadership</p>	<p>X</p> <p>X</p>	<p>X</p> <p>X</p>	<p>X</p> <p>X</p>
<p>Objective B:</p> <ul style="list-style-type: none"> <li>Identify Partners by region in all 33 counties (i.e. orgs on the Grassroots Spreadsheet -See Link in Appendix, historic relationships...)</li> <li>Name 3 organizations /partners per region to develop relationship and collaborate with (at least 1 partner organization/region)</li> <li>Identify and Attend Democratic Functions to Network and increase Hispanic capacity (1 per region annually and 1 state-wide). <b>Develop calendar of annual events</b></li> <li>Introduce Caucus through presentation to institutes of higher education - and/or a Latino organization within such an entity - about FZUC (1/region)</li> </ul>	<p>Regional Representatives</p> <p>Regional Representatives</p> <p>Regional Reps in coordination with membership, Chair and Vice-Chairs</p> <p>Regional Reps in coordination with membership and/or State Officers</p>	<p>X</p> <p>X</p> <p>X</p>	<p>X</p>	

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Action/Strategy	By Whom/Partners	2023	2024	2025
<p><b>Objective C: YEARLY</b></p> <ul style="list-style-type: none"> <li>● Assign administrator to each social media channel and communication tool</li> <li>● Provide training to all administrators as needed</li> <li>● Post content (1/week) in all social media platforms and coordinate with communication tools of website and newsletter</li> <li>● Increase social media followers and communication tool use by sharing community events and activities on social media and/or communication tools (1/region/month)</li> </ul>	Communications Committee	X  X  X  X	   X  X	     X  X
<p><b>Objective D:</b></p> <ul style="list-style-type: none"> <li>● Identify Counties where Hispanics are under-represented as Ward and Precinct Chairs</li> <li>● Assess the current ethnic make-up of SCC members in comparison to census-based ethnic make-up of state population</li> <li>● Develop strategy to engage and elect effective Hispanics into Democratic Party leadership positions at all levels</li> </ul>	All Leadership	X   X	     X	

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**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.

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

Objective C: Increase Hispano representation, participation, and engagement in the Democratic party

Action/Strategy	By Whom/Partners	2023	2024	2025
<p>Objective A:</p> <ul style="list-style-type: none"> <li>Meet with community members to identify and address at least 1 critical issue/priority by region (through policy advocacy, community action and/or elected officials)</li> <li>Participate in community events and gatherings to establish relationships and learn about community issues/needs/priorities (at least 1/region)</li> <li>Attend community events such as: town halls, community meetings and/or political events to establish/maintain relationships with community members (at least 1/region)</li> </ul>	<p>Regional Representatives</p> <p>Regional Reps in coordination with membership</p> <p>Regional Reps in coordination with membership</p>	<p>X</p> <p></p> <p>X</p>	<p>X</p> <p>X</p> <p>X</p>	<p>X</p> <p>X</p> <p>X</p>
<p>Objective B:</p> <ul style="list-style-type: none"> <li>Identify informal and formal leaders by community and establish regularly scheduled intervals to communicate (at least 1/region)</li> </ul>	<p>Regional Reps in coordination with membership</p>		X	X
<p>Objective C:</p> <ul style="list-style-type: none"> <li>Identify areas of low Hispanic turnout within each region and hold registration and get out the vote events in partnership with other organizations</li> </ul>	<p>Regional Reps in coordination with membership and/or State Officers</p>	X	X	X



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**Goal 4: Influence Policy**

Objective A: Partner with organizations that share policy priorities to effect policy (Policy priorities may change, expand, evolve overtime based on membership input)

Objective B: Develop and implement actions to ensure elected officials are aware of Caucus policy priorities

Objective C: Develop Organizational infrastructure (i.e. committee) to ensure caucus contains expertise related to priority areas

Action/Strategy	By Whom/Partners	2023	2024	2025
<p>Objective A:</p> <ul style="list-style-type: none"> <li>Identify organizations that are working in our Policy priority areas (climate change, early childhood education, women’s healthcare and reproductive rights, infra-structure and immigration)</li> <li>Partner with organizations to leverage resources in addressing policy priorities</li> <li>Be the conduit for finding &amp; disseminating current, accurate information about Climate Change, Early Childhood Education &amp; Childcare programs, Women’s healthcare and reproductive rights, and Infrastructure</li> </ul>	<p>Regional Reps lead with support from members and State-wide officers</p> <p>Regional Reps lead with support from members and State-wide officers and issue-aligned Dem Party Caucuses</p>		<p>X</p> <p>X</p> <p>X</p>	
<p>Objective B:</p> <ul style="list-style-type: none"> <li>Create work plan outlining processes and procedures to influence policy and effectively create change</li> <li>Re-evaluate on an annual basis Caucus policy priorities through survey and membership meeting input</li> <li>Legislative Day - Membership turnout to advocate on behalf of caucus policy priorities (Membership goes to legislature as a group and individually)</li> <li>Bring policies forward that address Hispano inequities and seek support from candidates, leaders, and elected officials for those policies.</li> </ul>	<p>Legislative Committee w Chair and Vice-Chairs</p> <p>Leadership Team</p> <p>Leadership and Membership</p> <p>Leadership and Membership in partnership with other organizations</p>		<p>X</p> <p>X</p> <p>X</p> <p>X</p>	

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Action/Strategy	By Whom/Partners	2023	2024	2025
<b>Objective C:</b> <ul style="list-style-type: none"> <li>Monitor progress of priority areas throughout the year including legislative tracking (i.e. early childhood education funding is reaching hispano and rural communities; access to family planning and healthcare in rural areas; increase access to pre and post-natal care to reduce maternal mortality rates and infant mortality; climate change funding at state level; identify specific infrastructure and immigration needs and organizations to address them.</li> </ul>	Leadership, Legislative committee and membership	<b>X</b>	<b>X</b>	<b>X</b>


### SUMMARY

This strategic plan will guide the work of Fuerzas Unidas Caucus DPNM through 2025 along with the following companion documents:

By-Laws: [https://drive.google.com/file/d/1xRr-7\\_u1ZJuXCEDaxSBalA7pCJX2NZg0/view?usp=sharing](https://drive.google.com/file/d/1xRr-7_u1ZJuXCEDaxSBalA7pCJX2NZg0/view?usp=sharing)

2022 Membership Survey Results:

[https://docs.google.com/document/d/1DNA15xY-LNu37VnNP7PaIBccFxb7\\_k7ASoyMz1ldPoQ/edit?usp=share\\_link](https://docs.google.com/document/d/1DNA15xY-LNu37VnNP7PaIBccFxb7_k7ASoyMz1ldPoQ/edit?usp=share_link)

Grassroots Organizations Spreadsheet:  [2023\\_GrassrootsOrgs\\_limitedcontact\\_Portrait.pdf](#)

Fuerzas Unidas Regional Map: [2022\\_Fuerzas Unidas map 6.02.22.revised.pdf](#)

Fuerzas Unidas Organizational Chart: [2022\\_FZUC\\_organizationalchart.jpg](#)



Strategic Planning Participants