

**SEPTEMBER 2006-08 CHAPTER & DIVISION
ACTION PLAN
FOR A
STRONGER UNA PRESENCE IN SOUTHERN CALIFORNIA**

MISSION OF THE UNITED NATIONS ASSOCIATION OF THE USA

The United Nations Association of the United States of America is dedicated to educating, inspiring, and mobilizing Americans to support the principles and vital work of the United Nations, strengthening the United Nations system, promoting constructive United States leadership in the system, and achievement of the goals of the UN Charter.

Goal #1: Expanding Communication

CITRUS CHAPTER

Objective #1: The development of a regular Newsletter within the Chapter. **Implementing Activity:** I have a strong conviction of the usefulness of a regular communication within the Chapter: mentioning names, accomplishments and events. No matter how few the number of members in the Chapter.

COASTLINE CHAPTER

Objective #1: Direct outreach to non-traditional partners. **Implementing Activity:** Enlarge mailing list.

Objective #2: Have regularly scheduled monthly meetings. **Implementing Activity:** Invite potential members. Keep current members up to date with information (e-mail and newsletter, phone calls).

Objective #3: Create and maintain a Coastal Alliance Website. **Implementing Activity:** Appoint Website manager to keep site updated. Make sure current activities are featured.

HARBOR CHAPTER

Objective #1: To develop contacts with local schools in order to increase UN awareness and to increase school involvement in UNA projects such as MUN. **Implementing Activity:** Use Executive Director to make contacts and to recruit and train new Chapter members in those activities.

Objective #2: To increase communication with local newspapers in order to get more coverage for UN happenings and Chapter events. **Implementing Activity:** Executive Director will coordinate Chapter contacts with newspapers and train new Chapter members to continue with those contacts.

Objective #3: To increase Chapter involvement with church and service club activities. **Implementing Activity:** Chapter members will contact churches and service clubs in order to obtain their calendars of events, using them to match the Chapters events more closely. Executive Director will assist.

LONG BEACH CHAPTER

Objective #1: Develop a viable Speaker's Bureau. Implementing Activity: Contact existing membership for any qualified speakers and/or referrals. Also, try to use National and Division resources more effectively.

Objective #2: Develop partnerships with other NGOs with similar goals. Implementing Activity: Attend other NGO meetings and/or events to develop a working relationship for possible future co-sponsored events.

Objective #3: Develop a website for Coastal Alliance. Implementing Activity: Identify information and structure for the website and hire a web-master.

ORANGE COUNTY CHAPTER

Objectives #1-3: Begin sending Newsletter by E-mail to e-mail contact lists developed in 2006. Revise and update website. Use community newspapers for publicity. Implementing Activities: Encourage advocacy in Newsletter and on website. Continue participation in *The Great American Write-In*.

PASADENA CHAPTER

Objective #1: Increase Board participation. Implementing Activity: Annual Board Retreat. A one or two day Board retreat annually will allow for bonding, communication of what is and is not working in the organization and an opportunity to create strategic plans to fulfill on the action plans already established. A Board Retreat also fosters accountability among members. This has been an effective tool for the Pasadena Chapter and we are having a follow-up retreat this fall following our February retreat.

Objective #2: A program of public outreach including media about the work of the UNA with emphasis the Millennium Development Goals. Implementing Activities: *Media Campaign* (Membership, Public Relations and Advocacy Committees) Members of the Chapter have suggested initiating a cooperative foreign affairs cable broadcast on local Channel 56. One UNA member has expressed interest in overseeing the development and production of the show. The Executive Director has discussed show collaboration with the San Francisco Chapter which is willing to share film clips and other valuable production information. It has been proposed that we allow representatives from our chapter along with the Membership and Public Relations committees to explore the production of the program. It has been suggested that we enlist 3 other related non-profit groups to produce a segment periodically. We could institute this as part of our 18 month plan. It is also suggested that the volunteers from our new PCC Model UN course (the course began this year with instructor Brice Harris) assist with production and support. Training at Channel 56 is free and available to the general public.

Program Format Proposal: Town Hall Meeting aka Venting Event (Development Committee and Program Committee) in conjunction with local colleges including PCC, Caltech, Occidental, UCLA and USC, create a remote or in-studio Channel 56 broadcast of a UNA sponsored Town Hall Meeting. The televised program could explore the United Nations relationship to US foreign policy—*including the good, the bad and the ugly*. Board member Barry Simon initiated the "Town Hall" idea and received support and interest from the Board. This could be an excellent way to encourage younger membership and to utilize local colleges to supply the participants. We are exploring dates with Channel 56.

Newsletter: Our quarterly newsletter and monthly e-news updates will continue to inform our membership of relevant UN activities, advocacy issues and upcoming events.

POMONA VALLEY

Objective #1: Promote public discussion of multilateral approaches to global issues and the United Nations. Implementing Activity: Continue to promote and expand UNA Essay Contest. Enhance local awareness of the United Nations and UN issues. Initiate media coverage of UNA and UN-related issues. Involve community groups in Global Policy Project.

Objective #2: Mandate specific advocacy actions. Implementing Activity: Appoint an Advocacy Chair with responsibility and resources for timely resource and action on policy issues. Participate in UNA-USA advocacy programs/alerts on an informed basis. Establish and maintain contact with elected state officials and members of Congress. Expand existing Op Ed pieces in local and major newspapers.

Objective #3: Collaborate with local NGOs on like-minded issues. Implementing Activity: Collaborate more inclusively with international affairs organizations. Expand existing partnerships in Pomona Valley with International Place, Peace with Justice, Martin Luther King, Kurdish-American Education Society, and Human Relations Council.

Objective #4: Maximize technology and website communications. Implementing Activity: Appoint or hire webmaster to update chapter website. Continue to expand use of email for communications with members and friends. Use spreadsheets for membership – allowing several people to improve tracking.

Objective #5: Continue involvement with local schools and libraries and provide UNA educational materials, including Model UN resources. Implementing Activity: Support working to incorporate UN in textbooks and curriculum in schools. Continue local classroom visits and school assembly presentations (e.g., Speakers and show the UNA videos). Promote internship program with local colleges for specific UNA projects. Compile lists of Model UN advisors and other teachers focused on international affairs, and remain in regular contact with them.

SAN DIEGO

(Below is not divided between Objectives and Implementing Activity)

Promote public discussion of global issues concerning human rights, the Millennium Development Goals, children, and the overall role of the United Nations.

- *Through media coverage, press releases, newsletter, internet communications, non-partisan petitions, and contact with our local and national representatives.
- Enhance UNA's presence and events in the media.

Collaborate with chapters in California and nationally to promote UN role/goals.

- *Attend conferences and maintain contact with other chapters.

Collaborate with local non-profits, NGOs, and cultural/ethnic/international organizations to mobilize the public and to expand reach and visibility of UNASD and other international organizations.

- *Involvement with the ONE campaign
- *Create an annual event with involvement from all the organizations
- *Peace walks and events

Maximize technology and management by revamping website and email communications

- *New website to be launched October 2006.
- *Electronic email listserv/newsletter to members and nonmembers highlighting UNASD and international events.
- *Use the internet as a facilitator for discourse between chapters and other groups.

Plan involvement with local schools, education organizations, libraries, and groups that provide UN educational materials, including Model UN resources.

*Expand Eleanor Roosevelt Global Classroom, which currently educates 10,000 students a year on the United Nations.

*Expand projects that reach out to community groups like the Girl Scouts.

*Make curriculum and materials available for teachers and students.

*Sponsor Art and Essay contests

*Encourage people to apply to the Annette Baughman Scholarship Fund.

*Expand current internship program – 15 inters from 4 different universities – that will

lead the planning and implementation of projects and events in the community.

*Communicate with local universities and advertise appealing internship opportunities

Expand Speaker's Bureau

*Recruit more speakers and establish database of those organizations that want speakers.

SAN FERNANDO VALLEY CHAPTER

Objective #1: Enhance UNA's presence in the media. Implementing Activity: Send Media Alerts for major chapter events: lectures at universities, UN Celebrations, and send articles to local newspapers.

Objective #2: Maximize technology in use of website. Implementing Activity: Keep chapter yahoo groups account up-to-date and create a new chapter website with help of other chapters who have one.

Objective #3: Build constituencies and provide timely information. Implementing Activity: Communicate via phone, e-mail, web and newsletter and invite other organizations to chapter events and in co-sponsorship.

SANTA BARBARA CHAPTER

Objective #1: Continue programs that educate the public. Implementing Activity: A Board member writes letter to the newspaper monthly. (We are looking for a new advocacy chair.) We invite elected officials to our programs.

Objectives #2-4: Continue to collaborate with NGOs; Continue to update website monthly; Continue to work with Model UN programs at two colleges.

SOUTHERN CALIFORNIA DIVISION

Objective #1: Hold scheduled and regular meetings within the Division and with national office. Implementing Activity: Follow current structure of holding Division meetings. This will include both Board and the Executive Committee meetings.

Objective #2: Improve website. Implementing Activity: Re-design and upgrade existing UNA-SCD website.

Objective #3: Improve communications with national office. Implementing Activity: National office to provide contact with like-minded organizations and businesses to support and sponsor UNA programs at the Division level.