



nadc

native american
democratic caucus
of new mexico

2012 STRATEGIC PLAN

ADOPTED 2011

Vision Statement

Native Americans' needs and concerns are effectively resolved through engaged and empowered Native American Democratic voters actively participating in the political process, exercising our responsibility to vote, fulfilling our commitment to public service and raising political and civic consciousness about Native American issues.

Mission Statement

The Native American Democratic Caucus of New Mexico – through education, advocacy and the strategic use of our collective power – is committed to increasing the political participation of Native American individuals and allies in the Democratic Party and to ensuring that the Party, its officers, candidates, public officials and members respect and support the political status of tribal nations and issues of concern to Native American peoples and our communities.

Overarching Strategies

As we work to achieve the goals and objectives below we will strive to utilize the following overarching strategies:

- Engage youth
- Serve as conduit to bring together reservation and off-reservation Native American community members
- Educate our people to recognize the critical importance and value of their right to vote

Native American Democratic Caucus - 2012 Strategic Plan

1. Goal 1: To Strengthen and Expand the Native American Democratic Caucus

<i>Objectives</i>	<i>Potential Strategic Actions</i>
1.1. Implement system to coordinate Caucus activities with volunteer NADC organizers in every precinct/ward with more than 10% Native Americans population by April 1, 2012.	• Determine which wards/precincts are applicable
	• Contact each ward/precinct to identify willing NADC members to volunteer to commit to this objective
	• Create contact list with email addresses and cell phone
	• Create Google group to link all members
1.2. Create an NADC website and Facebook page by March, 2012.	• Contact John Dyrz find out process of getting web page designed and uploaded and how we can update content easily
	• Create several different page formats for decision by Executive Board
	• Identify, gather and upload information
	• Start Facebook page with measures to protect integrity of information
	• Notify membership so as to gain following
	• Maintain content to keep fresh
1.3. Increase the number of active NADC members by 100% from 25 to 50 by June 1, 2012 through visibility, education, shared resources, and social networking	• Plan and hold 2 events prior to June 1 in order to get names and contact information of interested persons
	• Notify members of opportunities to assist with Caucus activities
	• Provide access to NADC meetings by community members through teleconferencing in their locales
	• Purchase a working and adequate speaker phone that can be transported to various meeting locations for the purpose of teleconferencing
	• Use Twitter and Facebook to increase interest
	• Hold one NADC meeting in Gallup area and one NADC meeting in northern New Mexico, and potentially in Mescalero when feasible
1.4 Update the NADC bylaws to including fundraising / donation policies and procedures by March , 2012	• Work with DPNM to identify best process
	• Draft amendments
	• Present amendments to Caucus for approval
	• Add to official Bylaws document
	• Post publicly
1.5 Raise \$10,000 to support NADC activities by June 1, 2012.	• Amend bylaws to include policies and procedures for fundraising and donations
	• Create summary of strategic plan goals and objectives for distribution
	• Send out fundraising letter to potential donors
	• Organize and hold two fundraising events before June 1
	• Conduct face-to-face donor inquiry

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2. To Ensure the Democratic Party and its Candidates and Elected Officials Understand and Support Tribal Governments and Native American Issues and Concerns

<i>Objectives</i>	<i>Potential Strategic Actions</i>
2.1. Distribute a Democratic Primary Voters Guide to Native American Democratic Voters prior to the Democratic Primary on Tuesday, June 5.	• Develop a candidate questionnaire
	• Ensure at least 80% of Democratic candidates fill out the questionnaire
	• Compile a Voter’s Guide based on questionnaire responses
	• Distribute the Voter’s Guide electronically to Caucus members and others
	• Announce accessibility to information in tribal and community newspapers and newsletters
2.2 Assist national and state campaigns with working effectively in Native American communities	• Advocate for national and state candidates and elected officials to spend more time and resources on Indian communities and speaking about Native American issues
	• Advocate for campaign advance staff to include Natives and be trained in tribal and community protocols
	•
2.3 Ensure the DPNM Adopts a comprehensive Native American Platform by September, 2012	• Establish NADC Platform committee and draft platform
	• Submit to SPARC by March 31, 2012
	• Work with SPARC to have platform considered at September 2012 SCC meeting
	• Ensure the DPNM formally adopts the Native American platform
	• Provide local Democratic Party members and candidates with Native American platform
2.4 Increase communication between DPNM officials and Tribal leaders	• Assist with organizing 5 in-person meetings between the DPNM Chairman and tribal leaders before June, 2012
	• Ensure at least 2 letters sent by DPNM Chairman to all tribal leaders by June, 2012.
	• Assist DPNM with inviting tribal leaders to 3 Democratic events before November, 2012
2.5 Develop training and subsequently ensure that at least 50% of key Democratic party officials and candidates complete the NADC's Native American 101 Training by June, 2012	• Develop Native American Training
	• Provide Native American Training to candidates
	• Provide Native American Training to Party and county officials
	• Evaluate impact of training

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3. Ensure that Native Americans have an Effective Voice within the DPNM

<i>Objectives</i>	<i>Potential Strategic Actions</i>
3.1. Assist Native American members of standing DPNM committees with having an effective voice in their committees	<ul style="list-style-type: none"> ● Hold conference call with committee members to determine current effectiveness and issues to be addressed
	<ul style="list-style-type: none"> ● Work with the DPNM chair and committee chairs to resolve issues
	<ul style="list-style-type: none"> ● Provide opportunity for committee members to report back to Caucus
3.2. Assist with recruiting and appointing five NM Native Americans to state and National Party Offices	<ul style="list-style-type: none"> ● Identify potential Native American community members interested in this type of service work
	<ul style="list-style-type: none"> ● Work with the DPNM chair to identify how to get individuals appointed
	<ul style="list-style-type: none"> ● Secure appointments
3.3. Work with the DPNM to ensure that the Dem Party chair of every county with more than 5% Native American population implements a plan by June, 2012 to increase participation of Native Americans in their activities and organizations	<ul style="list-style-type: none"> ● Meet with DPNM Chair to secure commitment
	<ul style="list-style-type: none"> ● Identify counties that meet this demographic profile
	<ul style="list-style-type: none"> ● Coordinate presentation to chairs with directive to develop this plan with the Caucus' assistance where appropriate
	<ul style="list-style-type: none"> ● Develop a template or guidelines to assist county chairs
	<ul style="list-style-type: none"> ● Write a motion to bring to the rules committee from the caucus that states: If a tribe cannot attend a precinct/ward meeting on the day elections take place for state central due to ceremonial activities, that those wards be allowed to hold their elections for state central on a day following the traditional doings, so as to allow for representation from those communities (i.e. Taos Pueblo)
3.4. Ensure the DPNM includes Native American communities in all of its essential strategies and efforts by June, 2012	<ul style="list-style-type: none"> ● NADC chair participate in monthly DPNM calls and identifies such strategies and efforts
	<ul style="list-style-type: none"> ● NADC chair and vice-chair work with DPNM chair and staff to include Native American communities in identified strategies and efforts
3.5. Ensure that the DPNM hires a full-time statewide Native American Vote Director is hired by March, 2012 and paid regional and field organizers hired by May 2012	<ul style="list-style-type: none"> ● NADC chair and vice-chair work with DPNM chair and OFA state director to create position
	<ul style="list-style-type: none"> ● Ensure positions are funded, created and persons hired by respective dates

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4. Increase Native American Engagement and Influence Throughout the Political Process

<i>Objectives</i>	<i>Potential Strategic Actions</i>
4.1. Increase registered Democrat Native American voters ages 18-35 by 10% by May, 2012	<ul style="list-style-type: none"> • Determine total number of current registered Native Americans between ages 18-35
	<ul style="list-style-type: none"> • Create a youth subcommittee—eg: SIPI, IAIA, SFIS, NACA, Navajo Prep for potential youth leaders to help lead effort
	<ul style="list-style-type: none"> • Provide voter registration training to Caucus members
	<ul style="list-style-type: none"> • Use census data to target where we should be registering voters
	<ul style="list-style-type: none"> • Conduct voter registration at feasts, urban Indian events and other events
	<ul style="list-style-type: none"> • Hold an informal mixer/meeting with young Democrats and young Native American Democrats —target UNM population to discuss issues and rally their support and volunteer time • Coordinate with other voter registration and youth efforts • Work with DPNM Labor Caucus on recruitment efforts
4.2. Increase 2012 Native American Democratic voter turnout/participation by 5% from 2008 levels in all precincts with 5% or more Native American population	<ul style="list-style-type: none"> • Determine 2008 turnout number and percentage of Native American registered Democratic voters
	<ul style="list-style-type: none"> • Convene meeting / conference call of network members (from Objective 1.1) to discuss lessons learned from 2008 and 2010 and identify needs
	<ul style="list-style-type: none"> • Create messaging campaign to distribute to Native American registered Democratic voters members (e.g. what is an Indian Democrat? How is this different from a Republican/Independent)
	<ul style="list-style-type: none"> • Communicate with network members to ensure GOTV efforts are coordinated in all precincts that have more than 5% Native American Democratic Voters
	<ul style="list-style-type: none"> • Provide guidance and advice to network members on how to effectively use census and other data to target GOTV efforts
	<ul style="list-style-type: none"> • Hold a 1 day or 2 day conference/session that will educate Native American Democrats on the importance of voting
	<ul style="list-style-type: none"> • Ask Caucus leaders to hold house parties
	<ul style="list-style-type: none"> • Work with OFA and DPNM on materials that are Native-specific that can be distributed in Native communities
4.3. Work with Tribes and DPNM to protect and promote Native American voting rights in the 2011-2012 Redistricting Efforts by February, 2012	<ul style="list-style-type: none"> • NADC executive committee participate actively in Legislative Redistricting committee efforts
	<ul style="list-style-type: none"> • NADC executive committee provide support and assistance to tribal and Democratic party efforts, particularly to ensure coordination of efforts
	<ul style="list-style-type: none"> • NADC executive committee assist with litigation and other related efforts, as needed and appropriate
4.4. Increase number of Native American Democratic candidates, organizers and campaign workers in the state and tribal communities	<ul style="list-style-type: none"> • Recruit Native Democrats from a number of communities and urban areas
	<ul style="list-style-type: none"> • Train recruits (look to Wellstone, Emerge NM, NAVA for training options)
	<ul style="list-style-type: none"> • Assist NADC endorsed candidates with their campaigns
4.5. Ensure that the Organizing for America Campaign	<ul style="list-style-type: none"> • NADC Executive Committee work closely with OFA leadership in New Mexico and Nationally toward this objective

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<p>provides resources to and regularly communicates and coordinates efforts with the Caucus</p>	<ul style="list-style-type: none">• NADC Executive Committee report to Caucus on resources allocated and coordination of efforts
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