



Josephine County Democratic Central Committee

STRATEGIC PLAN

for the period

May 2019 – June 2020

Executive Summary

Purpose

The Democratic Party of Josephine County of today exists in an opportunity rich political environment. We also have many challenges to overcome. In the past decades, we have moved from a majority party (in 2008) to a minority party and as a County Party have expanded during election months and then contracted. This does not increase our ability to drive change and win elections.

On April 18, 2019, we conducted a brainstorming session to establish goals for the next 12-18 months. At the Executive Committee meeting of April 28, 2019, we established measurements for 2 of our 3 main goals. Since that time, several drafts have been made filling out various portions, with the last being the Strategic Issues.

Currently, we are developing strategies and tactics to close the gap between where we are now and where we want to be. This will be an ongoing process and will be reviewed monthly as per the stated Monitoring and Evaluation of the Plan section.

Organizational Description

The Josephine County Democratic Central Committee (JCDCC) is the highest authority in county party policies. This body has the authority to adopt rules (called Bylaws) or resolutions covering any matter of party government within the county. Additionally, this is the body that establishes the policies, articulates the beliefs and establishes the standards for all local Democratic candidates. These basic policies, beliefs and standards are then passed on to the [State](#) and [National party](#) for action.

The JCDCC has the power to call for and receive reports from the Executive Committee, standing committees, any special or ad hoc committees, and caucuses; Act upon proposed resolutions; and take such action as it deems appropriate to further the purposes and goals of the Democratic Party.

Members of the JCDCC are made up of all Democratic Precinct Committee Persons (PCPs) elected or appointed in Josephine County and any Democratic legislator who lives in and is a PCP of another county and who represents a portion of Josephine County.[Research this – don't want to differ with our reps.]

The JCDCC and its membership are active locally in numerous projects and issues, on a wide variety of interests and are dedicated to making people's lives better.

The JCDCC operates according to its Bylaws and Standing Rules. These are available on the website: www.josephinedemocrats.org.

Mission Statement

The **Josephine County Democratic Party** is the official representation of registered Democrats who live within Josephine County, Oregon. All voters legally registered as Democrats, and residing in Josephine County, are members of this organization and of the Democratic Party of Oregon (DPO).

Vision Statement

Our vision is to restore an effective and efficient government that will respect your rights, count your votes, rebuild the economy, and restore accountability. We do that by organizing Democrats within the County to develop, adopt and support the party platform, with the goal of electing Democratic candidates to elected office. We also represent Democrats at the Congressional District and State Central committees.

We are active locally in numerous projects and issues, on a wide variety of interests and are ***dedicated to making people's lives better.***

Democratic Principles

1. **We believe** that we can all work together to build a better society – that “we’re all in this together” is a better philosophy than “you’re on your own.”
2. **We hold** that the ***Constitution of the United States of America***, in its entirety, is the supreme law of the land, and no other document, religious or secular, shall be held above it.
3. **We value** compassion, generosity of spirit, and willingness to come to the aid of others. We are motivated by optimism and hope, not fear and cynicism.
4. **We believe** that the role of government is to provide every person with the opportunity for life, liberty, and the pursuit of happiness, regardless of race, gender, religion, sexual orientation, nation of origin, nationality, or disability.
5. **We believe** that our economic success depends on the shared prosperity of all people, not the concentration of wealth and power in the hands of a privileged few.
6. **We believe** that our shared prosperity and competitiveness in the world market depends on the ability of every member of our community to reach their full potential through access to quality, affordable education.
7. **We believe** that quality, affordable health care is both an individual right and a common good for society as a whole.

8. **We believe** in finding practical, innovative solutions to the problems of our community, state and nation. Yesterday's solutions can't solve tomorrow's problems.
 9. **We believe** that a clean environment is essential to the wellbeing of our community and our planet, and that no one has the right to the unsustainable exploitation of the earth's resources for profit or personal gain.
 10. **We understand** that hard-earned tax dollars paid by the middle class and poor should not be used to subsidize tax breaks for corporations and the wealthy. Those who benefit most from society should contribute the most.
 11. **We respect** a woman's right to make her own choices for herself and her family with respect to her health and her body.
 12. **We hold** the right to vote as fundamental to our democratic system of government and that no law, regulation, or administrative action should limit the ability of all adult citizens to exercise the right to vote and to have those votes accurately counted.
 13. **We support** the right of every law-abiding adult to keep and bear arms.
 14. **We believe** that secure borders are essential to national security. Therefore, every attempt should be made to document immigrants and allow their provisional entry at official border points of entry to mitigate unsupervised and dangerous border crossings. We also believe undocumented immigrant workers and their families should have a path to legal residence and eventual citizenship.
 15. **We assert that constitutional rights should apply only to human beings, not legal entities created by government. We therefore support a constitutional amendment specifying that rights enumerated in the Constitution apply only to human beings.**
 16. **We believe money is not speech and government at all levels shall regulate, limit, or prohibit campaign contributions and expenditures to restrict the influence of private or corporate wealth in the election of candidates or passage of ballot measures. Any permissible contributions and expenditures shall be publicly disclosed.**
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Goals and Strategies

1. **Increase participation of Democrats who are between 18-40y years old. Create a Young Democrat Caucus with at least 10 members by the May Primary 2020.**
 - a. Work with Rogue Community College's intern program.
 - b. Participate in other issue groups such as SOCAN, No LNG Exports, Rogue Climate.
 - c. Provide independence of the Young Democrat Caucus within the limits of the Bylaws.
2. **Increase number of registered Democrats from NAVs by at least 200 by the May Primary 2020.**
 - a. Series of speakers on how government works, focus on local where possible.
 - b. Speaker on how the two-party system works.
 - c. Social media advertising on the selection of the Democratic Candidate for President happens in the primaries.
 - d. Devise a method to track using VAN.
3. **Groom local Democrats to run for city and county offices and committees to have at least 1 active Democrat running for office in November 2020 election.**
 - a. Training.
 - b. Attendance at government meetings.
 - c. Have chairs of local boards to speak at our meetings.

4. **Increase number of Precinct Committee Persons (PCPs) by at least 60 by the May Primary 2020. This goal supports the previous 3 goals.**
- a. Meet with existing PCPs, review the role of a PCP, get their opinions on how to improve our meetings and ideas of how to get people more involved in our local communities and government.
 - b. Ask existing PCPs to reach out to (1) person to become a PCP and offer a script and materials to hand out.
 - c. PCPs table at our local Post Offices and engage with the community:
 - i. To get people registered to vote.
 - ii. To help people understand if they are not a Democrat or Republican, they have no voice in the May Primary.
 - iii. Identify potential volunteers for the office, so we are open more often.
 - iv. Get their ideas on what kinds of events would keep them engaged.
 - d. Create exposure and change the perception of who the Josephine Count Dems really are: Inform, Educate, and Increase Community involvement
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Action Planning

Goal # 1 Increase participation of Democrats who are between 18-35 years old. Create a Young Democrat Caucus with at least 10 members by the May Primary 2020.

Month	What	\$ Needed	Status
May 2019	Develop posters, social media copy, etc. For 1 st HangOut		Complete
June 2019	Publicize "Hang Out" via handouts and Facebook	\$30	Complete
Jun 2019	Hold first monthly "Hang Out"	\$150	Complete
July 2019	Continue "Hang Outs" monthly: Generally, the 3 rd Wednesday or Thursday	N/A	On going
	Explore Intern program for RCC student		
	Establish RCC Democrats group on campus		

Goal # 2 Increase number of registered Democrats from NAVs by at least 200 by the May Primary 2020.

Month	What	\$ Needed	Status
Jun 2019	Meet with Rogue Indivisible Board about campaign		Complete
Aug 2019	Develop budget for social media, posters, handouts, traditional advertising, etc.		
	Meet with other progressive groups		
	Plan in-person canvas campaign		
Aug 2019	Develop Handout material, social media copy, etc.		
Sep 2019	Develop month by month detailed plans for canvassing, mailing,		

Goal # 3 Groom local Democrats to run for city and county offices and committees to have at least 1 active Democrat running for office in November 2020 election.

Month	What	\$ Needed
	Obtain/develop training	
	Attend city council and county commissioner meetings	
	Request chairs of local boards and committees to speak at monthly meetings	

Goal # 4 Increase number of Precinct Committee Persons (PCPs) by at least 60 by the May Primary 2020.

Month	What	\$ Needed
	Reach out to current PCPs and meet 1 on 1	
	Develop survey for PCPs: how to improve meetings, how to motivate more to get involved, what events that would keep them and other engaged	
	Refine materials on role of PCP – website has starter	
	“Table” at local Post Offices, Growers Market,	

Strategic Issues

What major obstacles or issue do we face in meeting our Goals? Consider the effects of weaknesses and threats. Issues need to be clearly articulated. Issues too narrow do not warrant planning, those too broad can bog us down. Need to deal with issues we can do something about.

Key issues that our organization must address through use of this strategic plan include:

1. Grants Pass and County government is largely run by Republicans.
2. Republicans are generally broken into “Constitution” party members being significantly “right wing” and traditional Republicans.
3. Traditional Republicans appear to be “party first” instead of “country first,” seemingly not able to criticize Trump as President.
4. There is an element of bullying by those supporting the current Republican President.
5. There are misinformed and low-information voters who vote party only.
6. The local sentiment on issues like abortion, gun rights, environmentalists is against us.
7. Local Democrats are “in the closet”.
8. Local Democrats and progressives seem to be sitting on the sidelines. They need a compelling candidate to be vocal and inspirational to encourage them to vote.
9. While we have 900 + email subscribers, our activist volunteer ranks are small and subject to burn out.

Monitoring and Evaluation of Plan

This plan will be monitored monthly by the Executive Committee and reported to the Central Committee at the regular monthly meeting. All changes will be reviewed and approved by the Central Committee.

Things to be monitored include:

1. Are goals and objectives being achieved or not? If they are, then acknowledge, reward and communicate the progress.
2. If not, determine the reasons why. Are they realistic? Are additional resources needed? Should they change? Do we need to change priorities in the party as a whole?
3. If change is needed, document the causes.

Communicating the Plan

Once approved, this plan will be communicated via:

1. Posted in various sections of the josephinedemocrats.org website
2. Email to all PCPs.

Version Control

This document is under Version Control. Version Control insures that we maintain a history of what changed and who changed it. It also insures that we are all working from the same version.

The following entries are required.

Approved Date: The date the change was approved. Major changes must be approved by the Executive Committee and the Central Committee. Minor updates can be approved by the Executive Committee. The names of all engaged in the change and approval process must be noted.

Version Number: Version numbers are in the N.n format. The new version number is shown in the table and the document footer is updated to match the new version number. The first N indicates a major revision such as a significant shift in goals or strategy. The .n represents a minor revision such as an adjustment or reprioritization of tactics, as well as minor corrections. For example, if we decide to delay one tactic in order to pursue another more aggressively, the updated document version would be 1.1. The next minor change would be numbered 1.2 and so on.

Description: This encompasses every change that alters a goal, strategy or tactic or any other text in the document. The description should reference the section title and what changed.

Who: This includes the names of those who worked on the change and those who approved.

Approval Date	Version #	Description	Who
N/A	0.1	Working Draft	
N/a	0.2	Working Draft	Jim Perry, Laurel Perry, Daniel Elash, Brian Clark, Michelle Anderson, Dorothy Yetter
N/A	0.3	Working Draft	Brian Clark, Dorothy Yetter
N/A	0.4	Working Draft	Dorothy Yetter
N/A	0.5	Working Draft	Brian Clark, Richard Flora, Dorothy Yetter
2019-08-13	1.0	Approved by JCDCC	

