



Senior Caucus Chair Report 17th Annual Senior Caucus Membership Meeting June 28, 2022

*We made exponential improvements and achievements in 2021 – 2023, organizationally and politically. We will continue to expand the political grassroots efforts across MN on behalf of senior citizens and our families. When all is said and done, the Senior Caucus will continue to make a difference -- because Experience Matters.
Kay C Hendrikson, DFL Senior Caucus Chair*

I. SENIOR CAUCUS ACHIEVEMENTS IN THE PAST 2 YEARS

Together we have accomplished a tremendous amount of achievements most of which have never been done before:

- *We Increased membership to almost three 3 times what it was when elected*
- *We are now able to determine who is member and when their membership is due*
- *We eliminated membership dues!*
- *We increased treasury*
- *We increased endorsements of candidates to over 50 candidates statewide*
- *We implemented successful GOTV efforts through multiple methods including over 10,000 statewide post cards to voters and in some districts improved voter turnout by highly increased percentages*
- *We moved to successful use of virtual meetings, eliminating the need to travel in bad weather or over long distances in MN*
- *We improved coordination of Chapter information & communication*
- *We enriched a credible social media presence through website, Facebook, monthly messages, and multiple email streams*
- *We delineated, improved, and increased committee involvement*
- *We improved our governance process*
- *We aligned with DFL party in multiple areas including Code of Conduct to remove bullying*
- *We improved attendance at all of our statewide events*

II. CHAIR OPERATIONAL ACTIVITIES

Senior Caucus Board meetings & Chapter meetings

- *Chair monthly Board Meetings*
- *Chair Executive Committee Meetings*
- *Work with Chapter Caucus meetings*
- *Annual meeting agenda, parliamentary, process, technology, etc.*

- *Action Network planning*
- *Governance committee*
- *Book club*
- *Attend Chapter meetings when time permits*
- *Search Committee meetings via zoom*
- *Orientation for board members meetings*
- *Chapter Chair meetings*
- *Events committee*
- *Swag for new members*
- *New member recruitment*

Communications:

- *“Monthly Message” – Senior Substance*
- *By the Way with Kay*
- *Thank you letters to donors*
- *Endorsement letters to Candidates*

SEC/SCC and DFL OU meetings:

- *SEC Meetings*
- *SCC Meetings*
- *Local OU meetings and events*

External meetings / events:

- *Governor’s Planning Council on Developmental Disabilities*
- *Minnesota Board on Aging*

Planning:

- *Accommodation for members who are still working*
- *Annual Calendar for events*
- *Annual membership meeting, June 28, evening: agenda, process, set up; parliamentary*
- *Search Committee planning*
- *Budget efforts*
- *Orientations for new board members*
- *Welcome Wagon for new caucus members*
- *Fundraisers in 2023 for 2024 GOTV efforts*
- *Member recruitment in 2023 – 2024*
- *Communication: monthly message planning, website Facebook, surveys, misc. writing*

III. WORKING TACTICAL

A. Chapters

- *Represented all 10 Chapters: Anoka, South Metro, Duluth, Minneapolis, North Metro, East Metro, Mankato, Rochester, St Paul, and East Central;*
- *Established monthly Chapter Chair Coordinator meetings*

- Assisted in materials, coordination and technology
- B. Board solidification
- Solidified the new Senior Caucus Board
 - Filled vacant positions: Secretary and Standing Committee Chairs
 - Provide training to the Senior Caucus Board: Speakers on Roberts Rules of Order, Parliamentary procedure, speakers Ken Martin, Age Friendly MN, DFL Code of Conduct, David Schultz political speaker, and more
- C. Events
- Developed an annual events strategic planning calendar: Day on the Hill, Annual Meeting, Summer Gathering, State Fair, Gala, potential fundraiser
 - Engaged in successful all virtual legislative Day on the Hill
 - Successful Gala (most attended) Governor Walz, Julie Blaha, Angie Craig, Ken Martin
- D. Membership
- Recruited and almost tripled traditional membership without dues
 - Established a new formal definition of “member in good standing” without dues
- E. Policies
- Established 2 year budget planning in compliance with Campaign Finance Board
 - Created a draft spending guidelines in progress (in compliance with Campaign Finance Board)
 - Created draft email policy in progress (to be in compliance with DFL Code of Conduct and standard technical and organizational practices)
 - Approved a new Senior Caucus Charter
 - Established a method and process for developing By-Laws
- F. Technology
- Managed the Senior Caucus Website and Facebook, posting messages, endorsements, monthly messages, speakers, topics of interest; monthly messages to our members
 - Created a process to maintain, membership maintenance, online, and behind the scenes
 - Improved Zoom technology use
 - Created virtual voting methods
- G. Committees:
- Convened and/or formalized new and existing standing committees, Governance, Political Affairs, Membership, Technology, Communications, Book Club, Annual Events planning, Orientation, Recruitment, Executive Committee meetings to facilitate Senior Caucus endorsements
- H. Political:
- Worked with DFL on Code of conduct, approval of Charter
 - Participated in DFL party discussions on what is endorsement
 - Created external liaisons: Rural Caucus, MN Board on Aging, Governor’s Planning Council on Disabilities, local League of Women Voters, local Organizing Units

- Developed process for endorsement and endorsed multiple candidates / incumbents state-wide

IV. STRATEGIC PLANNING

Operational Strategy

- Continue to significantly increase membership and recruitment through in-person and technology methods
- Develop new Senior Caucus Chapter(s) in the western parts of Minnesota
- Marketing and visibility of the state-wide Senior Caucus and current local chapters
- Continue to provide educational and advocacy opportunities to our members

Political Strategy

- Political Force –
 - endorse candidates statewide
 - endorse for local elections where possible
 - establish fund raising for GOTV
 - 2024 GOTV planning/efforts to exceed 2022 efforts
 - Affect the 2024 elections to elect more democrats state and national
- Advocacy – Advocate for Minnesota seniors
- Marketing -- Increase awareness of the Senior Caucus
- Liaisons -- Continue valued partnership throughout the DFL party
- Reflection -- Honor our present, our future, and our past

When all is said and done, the Senior Caucus will continue to make a difference and have fun -- because Experience Matters.

*Respectfully submitted,
Kay C Hendrikson, PhD,
Chair DFL Senior Caucus*