

# NOW Inc Board Meeting

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Chief of Staff Report  
March 2021

Monique Alcala



# About Me

- Started on November 30th
- Working in politics, campaigns, and with NGOs for over a decade
- Most recently with Biden-Harris campaign
- Member of Truman National Security Project
- Advisor on Virginia People's Action Committee
- Expertise on race/inequality/political participation



# How to reach me

Email: [cos@now.org](mailto:cos@now.org)

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# Strategic Objectives

- Create an inclusive work environment that continues to reflect our core values as an organization among staff and outwardly to the public
- Deepen engagement among NOW board members to support the overall strategic direction and expand access points for participation and leadership



# Strategic Objectives

- Strengthen and increase capacity for the Action Center to be nimble and responsive to grassroots advocacy from our Task Forces, Committees, State and Local Chapters, as well as member and potential member activity
- Present NOW Action Center as a professionalized partner among peer organizations, including current and potential members, high-level partners, and stakeholders



# Strategic Objectives

- Create an inclusive work environment that continues to reflect our core values as an organization among staff and outwardly to the public
  - Conduct an audit of staff roles
  - Examine interdepartmental comms
  - Staff Retreat
  - DEI & HR



**NATIONAL  
ORGANIZATION  
FOR WOMEN**

# Strategic Objectives

- Deepen engagement among NOW board members to support the overall strategic direction and expand access points for participation and leadership
  - Give get forms - \$7650
  - Member: 200
  - Evaluate surveys



# Strategic Objectives

- Strengthen and increase capacity for the Action Center to be nimble and responsive to grassroots advocacy from our Task Forces, Committees, State and Local Chapters, as well as member and potential member activity
  - Needs assessment of NOW grassroots engagement
  - Identify staffing capacity gaps
  - Create workflows for requests
  - Technology upgrades



# Strategic Objectives

- Present NOW Action Center as a professionalized partner among peer organizations, including current and potential members, high-level partners, and stakeholders
  - Modernize tactical tools
  - Streamline vetting for co-hosting, speaking, etc requests
  - Institutionalize principal engagement protocol



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