



2026 Action Plan

The objectives shown below represent the current priorities for each Goal team

Goal 1: Organize and Educate the Local Community to Champion Democratic Principles

Team Leaders: Scott Henize, Melani Howard, Dick McBride

- Objective 1 – Hold protests and rallies
- Objective 2 – Rapidly respond to significant events
- Objective 3 – Engage with voters to support like-minded state and national candidates
- Objective 4 – Educate the community on targeted issues

Goal 2: Build Alliances with Other Organizations in San Marcos and Central Texas to Advance Democratic Principles

Team Leaders: Joe Sokal, Paul Murray

- Objective 1 – Sync activities with national, state, and nearby Indivisible groups
- Objective 2 – Enhance the diversity of voices and participants
- Objective 3 – Build alliances with other groups, both within and outside the Indivisible network, to amend state laws on targeted issues

Goal 3: Deliver Consistent, Compelling Messaging within SUSM and throughout the Community to Support Democratic Principles

Team Leaders: Susan Hanson, Larry Mock

- Objective 1 – Create a regular schedule, format, and content for SUSM newsletter
- Objective 2 – Develop plans and procedures for use of social media
- Objective 3 – Build technology infrastructure to manage member database and other SUSM functions

Goal 4: Build an Effective and Enduring Organization

Team Leaders: Diane Phelan, Betsy Robertson

- Objective 1 – Monitor the implementation of the Action Plan and update, as necessary
- Objective 2 – Hold and document regularly scheduled meetings of the Steering Committee and General Membership
- Objective 3 – Develop organization bylaws and procedures