

# Strategic Plan



2021 - 2024

## Our Vision

Our Preferred Picture of the future

Where neighbors become friends, children achieve success, and our community is strengthened

## Our Mission

What we do, for whom we do it, and the benefit

We help area residents grow, connect, and contribute to our community

## Our Guiding Principals

General guidelines which set the foundation for how our organization will operate

Honesty	Inclusiveness
Integrity	Caring
Accountability	Respect

## Our Goals

General aims that define how we will accomplish our mission

<b>Administrative Capacity/Resources</b>	Have the available resources to address the needs of: technology (get grant ) infant care – video , HR support (volunteer via Board), grant writing /trend forecasting, and
<b>Leadership / Succession Planning</b>	Increase our visibility and networks, partnerships,
<b>Governance</b>	Increase our Board’s effectiveness by engaging community leaders and attracting strategic skill sets (Education, Fund Raising, Business, IT, Maintenance/Construction, Marketing, HR, Accounting, Legal).
<b>Finance</b>	Secure and manage to allow us to provide a cleaner, safer, and updated experience for our community.
<b>Mission</b>	Provide, foster and promote opportunities for all community members/agencies to connect for an increased sense of community among diverse community members and groups.

## Our Tactics

<p><b>Administrative Capacity/Resources</b></p>	<ol style="list-style-type: none"> <li>1. Grants &amp; Fundraising <ul style="list-style-type: none"> <li>• Define grant metrics – dollar in grants target or grant success rate</li> </ul> </li>   <li>2. Technology <ul style="list-style-type: none"> <li>• Write a grant for technology to provide additional options for virtual learning and interaction</li> <li>• Provide opportunities for virtual learning and interactions as part of the curriculum</li> <li>• Explore app for payments etc</li> </ul> </li>   <li>3. Human Resources – Support Staff <ul style="list-style-type: none"> <li>• Explore possible work study and intern programs as a resource for staffing to ensure compliance with program requirements</li> </ul> </li> </ol>
<p><b>Leadership / Succession Planning</b></p>	<ol style="list-style-type: none"> <li>1. Identify future leaders within the organization</li> <li>2. Develop a vision of what we want in the next leader</li> <li>3. Formulate a plan with a timeline for leadership succession</li> </ol>
<p><b>Governance</b></p>	<ol style="list-style-type: none"> <li>1. Develop board involvement guidelines and talents/skills</li> <li>2. Increase diversity</li> <li>3. Search for Board members who bring specific expertise to the Board such as legal, grant writing, etc</li> </ol>
<p><b>Finance</b></p>	<ol style="list-style-type: none"> <li>1. Secure funds to allow for operations during COVID and until we are able to operate at capacity – Justin/finance team to correlate cash flow with January grants</li> <li>2. Work on expanding our services by exploring additional revenue sources</li> <li>3. Collaborate with Mourning Hope on identifying duplicate services and working on a joint venture effort – partner with Lutheran Family Services</li> </ol>
<p><b>Mission</b></p>	<ol style="list-style-type: none"> <li>1. Focus on getting back to being a Community center -Target aging demographics by providing programs that they can be a part of</li> <li>2. Reach out to agencies that work with aging populations to explore opportunities to partner with them</li> <li>3. Work with Mourning Hope on partnership opportunity</li> </ol> <p>Promote culturally diverse programming</p>