

## 2019 – 2021 STRATEGIC PLAN

The plan was created in 2018 and was developed with members of Northeastern Missouri Community Action Program Board of Directors, Leadership Team, and other members of management. An organizational assessment was conducted; and data from employee, leadership and board surveys was collected and analyzed. Baseline numbers gathered throughout the initial plan year will provide for improved tracking during the three-year period.

This Strategic Plan is mission-focused including customer and operational objectives. It directly correlates to the National CSBG Standards and Community Action Goals; addresses reduction of poverty, revitalization of low-income communities and empowerment of people with low incomes to become more self-sufficient.

### 7 Strategic Goals in Three Categories

- **Reduction of Poverty** (Community Action Goal:1, 2)
  - 1) **Increase Clients Awareness of Opportunities**
    - a) Development of new partnerships in all counties served
  - 2) **Advocacy**
    - a) Sharing community assessment data with officials and faith-based community
  - 3) **Enhance Youth-Based Services**
    - a) Expand programming locations
    - b) Increase community volunteers
- **Community** (Community Action Goal 2, 3)
  - 4) **Expand Public Relations/Branding**
    - a) Develop talking points for businesses/civic groups
    - b) Plan community giveback events
- **Agency Capacity**
  - 5) **Improve Communication**
    - a) Incorporate management/supervisory and team building training
    - b) Implement Employee Task Force
  - 6) **Improve Staff Retention**
    - a) Conduct staff surveys
    - b) Reduce Turnover Rates
    - c) Increase Staff Salaries
  - 7) **Increase Non-Restricted Funds**
    - a) Conduct Fundraisers

## 2019 – 2021 STRATEGIC PLAN

	Objectives	Measures	Targets			
			2019	2020	2021	
<b>Reduction of Poverty</b>	Increase Client Awareness of Services in all 5 counties	Grow Connections in counties (e.g.: Health Dept, Nutrition sites, Post Offices, Schools, Utility Companies, Senior Centers, Housing)	8 new connections	+8	+8	
	Advocate for Community Improvement	Share Community Assessment Data with Public Officials and Faith-Based Groups (e.g.: City, County, State Officials, Churches)	1 event	2 events	2 events	
	Enhance Youth-Based Services	Expand Programming Locations	Develop Documented Curriculum		1 new county	+1
		Increase Community Volunteers		+10 hours	+10 hours	+10 hours

Community	Expand Public Relations/Branding	<p>Conduct Community Giveback-Support community initiatives while educating and sharing agency information</p> <p>Create awareness with businesses / civic groups</p>	1	1	1
			Develop targeted talking points	Target 2 businesses	+2 businesses
Agency	Improve Communication	Institute Management / Supervisory trainings (i.e., employment law)	2 trainings	2 trainings	2 trainings
		Schedule Team Building/Leadership Training	1 instance	1 instance	1 instance
		Implement an Employee Task Force	4 meetings	4 meetings	4 meetings
	Improve Staff Retention	Conduct Staff Surveys: satisfaction surveys, exit and stay surveys	Implement	Analyze results	Track/Trend On going
		Reduce Turnover Rates	Baseline	-2%	-2%
	Increase Unrestricted Funds	Increase Staff Salaries	Identify External Consultant	Conduct Compensation Survey	Revise salary scale
Conduct Fundraiser(s)		2%	2%	2%	

MISSION: To assist and empower individuals, families, and communities to achieve their greatest potential.