

DRAFT

PROPOSAL FOR WESTCHESTER COUNTY CHAPTER'S STRATEGIC PLAN For 2017-18 Preparation for Plan Development

Outreach has been made to members appointed by Link Terry Joyner, President to the Chapter's Strategic Planning Committee to alert them to the due date of July 31, 2017 for the submission of our goals and objectives for 2017-18. To date we have two committee members who have been appointed. They are Link Dianne Young and Link Joyce Kittrell.

We will begin the planning process by reviewing information presented during the transition process from the prior administration. The Links, Inc. Strategic Planning guidelines provide that the User ID and Password for the strategic planning Tracking System must be given to the new Strategic Planning Committee. In addition the new committee is to be provided with all contact information for strategic planning, including the email for national support.

While we await the provision of the aforementioned information, as Chair I have reviewed the national website and the national strategic plan to identify the extent to which we are in compliance. As a result of the review, it has been determined that our chapter bylaws must be in compliance with national bylaws regarding strategic planning.

Strategic Plan Projections

The Strategic Planning committee proposes to follow the format established by national and to integrate the national priorities of the organization. The priorities include the following:

1. Deliver and sustain transformational programs: Designing and conducting programs that are community relevant and have a positive, long-term impact.
2. Enhanced Member Service and Engagement: Ensuring that members get what they need, when they need it, in the manner that is appropriate and most effective for their utilization at all levels of the organization.
3. Fund Development and Fiscal Responsibility: Ensuring that the organization has adequate resources to support its strategic priorities at all levels. Focusing on transparency, accountability and good stewardship.
4. Organizational Assessment and Alignment: Evaluating all aspects of the organization, including but not limited to membership, leaders, programs, partners, and funders. Facilitate connecting all aspects of the organization.
5. Leadership Development: Providing opportunities at all levels for members to prepare for leadership in the chapter to ensure consistency, continuity and intergenerational management.
6. Promoting Links Brand: reaching consensus about who we are, what we do and the value we bring. To collaborate and communicate effectively both internally and externally.

The mechanics of our planning will incorporate:

- An accurate profile of our service areas by researching quantifiable demographic data to support identification of need as relates to our program initiatives.
- A SWOT analysis of our chapter to determine strengths, weaknesses, opportunities and threats;
- “SMART” goals that are specific, measurable, attainable, realistic and time-bound;
- Articulate objectives that detail the activities required to accomplish the “SMART” goals;
- Establish specific methods that the chapter will undertake to accomplish objectives;
- Develop an action plan that describes what will happen, who is responsible for each component of the plan, timeframe and required resources;
- Describe the methodology for evaluating the strategic plan progress.

System for Monitoring/Reporting

We will implement The Links, Inc. Strategic Planning and Tracking System to ensure that the chapter's strategic plan aligns with national priorities and used as a mechanism for reporting and monitoring.