



Strategic Planning 2016

Areas, Goals, & Team Members

| Strategic Area | | Goal | Goal | Members (*= lead) |
|----------------|--------------------------|------|---|---|
| I | Revenue Generation | A | Create a sustainable and documented funding plan for the Association (including sponsorships, grants, who, when, etc.). | <ul style="list-style-type: none"> • Kevin Fleming* • Robert Cabral • J. Kropp • Kailani Knutson |
| | | B | Implement the Association's funding plan. | <ul style="list-style-type: none"> • Kevin Fleming* • Robert Cabral • J. Kropp • Kailani Knutson |
| II | Integrated Communication | A | Document the Association's membership engagement strategy (possibly including organizational and industry partners). | <ul style="list-style-type: none"> • Joyce Johnson* • Kari Irwin • Robert Cabral |
| | | B | Implement the Association's membership engagement strategy. | <ul style="list-style-type: none"> • Joyce Johnson* • Kari Irwin • Robert Cabral |
| | | C | Document CCCAOE's marketing strategy. | <ul style="list-style-type: none"> • Kari Irwin* • J. Kropp |
| | | D | Implement CCCAOE's marketing strategy. | <ul style="list-style-type: none"> • Kari Irwin* • J. Kropp |
| | | E | Determine the need for and costs of hiring marketing consultant to catalyze the implementation of CCCAOE's marketing initiatives. | <ul style="list-style-type: none"> • Kari Irwin* • J. Kropp |
| | | F | Create a plan for redoing and maintaining the website. | <ul style="list-style-type: none"> • Salvador Vargas* • Tessa Miley • J. Kropp |
| III | Organizational Structure | A | Review and possibly revise the mission, vision, values, and tag line of the Association. | <ul style="list-style-type: none"> • Julius Sokenu* • Kari Irwin • Eva Jimenez |
| | | B | Identify the funding needed and the ongoing funding stream(s) for the projected staffing needs (ie., full-time executive director and possibly a marketing consultant). | <ul style="list-style-type: none"> • Eva Jimenez* • Kailani Knutson |
| | | C | Review and revise the CCCAOE Policies and Procedures manual (including the executive director and administrative assistant's roles and responsibilities), with an eye toward deepening the engagement of members on the committees. | <ul style="list-style-type: none"> • Joyce Johnson* • Kailani Knutson • Tessa Miley • Eva Jimenez |
| | | D | Organize a CCCAOE operations manual. | <ul style="list-style-type: none"> • Joyce Johnson* • Kailani Knutson • Tessa Miley • Eva Jimenez |



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| IV | Advocacy | A | Document the proactive and reactive CCCAOE 2016-17 advocacy agenda. | <ul style="list-style-type: none"> • Eva Jennings* • Joyce Johnson • Julius Sokenu • Eva Jimenez |
| | | B | Implement the CCCAOE's 2016-17 advocacy agenda. | <ul style="list-style-type: none"> • Eva Jennings* • Joyce Johnson • Julius Sokenu • Eva Jimenez |
| | | C | Identify our proactive and reactive three-to-five year advocacy themes. | <ul style="list-style-type: none"> • Julius Sokenu* • Eva Denise Jennings • Eva Jimenez • Joyce Johnson |
| V | Professional Development | A | Create a plan for delivering "real time" professional development services to the members (online seminars, web site resources, etc.) | <ul style="list-style-type: none"> • Tessa Miley* • Salvador Vargas • Eva Jimenez • Kevin Fleming |
| | | B | Refine and update the Leadership Academy curriculum and delivery methods. | <ul style="list-style-type: none"> • Eva Jimenez* • Salvador Vargas • Joyce Johnson • Kevin Fleming • Tessa Miley |