

## The Parenting Center Strategic Plan Worksheet (DRAFT)

Strategic Initiative: To build and hone internal structures that will enable the Parenting Center to live out its mission.	Measurement What does success look like?	Timeline When will these be accomplished?	Board Oversight Which Board Committee Is Responsible?	Staff Oversight Which Department is responsible?	Allocation What resources are necessary?
o Upgrade, update, and/or expand The Parenting Center Curricula	100% of current curriculum updated; at least one new evidence-based curriculums offered	2020	Client Services	Management Team	Staff time, financial
o Expand class opportunities, including online classes to target non-subsidized clients and specific customer groups	4 new class offerings by location, topic, or curriculum	2018	Client Services	Education/Counseling	Staff time, financial, technology
o Upgrade the facility to accommodate current programs and build capacity	Building campaign and construction complete	2018	Steering	Administration	Staff time, financial
o Conduct a process-audit and implement recommendations to increase efficiency, reduce costs, and enhance services	New process manual for each department is created	2017	Client Services/Finance	Management Team	Staff time, potential financial
o Establish year-round calendar of Board enhancement and engagement activities and diversify board composition	Calendar is created and board diversity increases by 20%	2017	Board Governance	Administration	Staff time
o Establish comprehensive training and appreciation schedule for staff that ensures a trauma-informed, culturally competent staff that allows the staff to better serve families	Quarterly calendar is created and trainings are offered.	2017	Client Services	Management Team	Staff time, potential financial
o Increase efficiency and margins in fee-based services, including at least one additional social enterprise	Increase margins in fee-based services by 10%. A new social enterprise is launched with developed business plan	2020	Client Services/Finance	Management Team	Staff time, potential financial
o Upgrade technology to meet the demands of 21st century nonprofit, serving familie	Technology assessment and upgrades are completed	2019	IT Committee	Administration	Staff time, financial, technology
o Assess programs through results-based accountability	Accountability measures are created, tracked, measured, and implemented	2020	Client Services	Management Team	Staff time/training, potential financial
o Assess opportunities to produce The Parenting Center proprietary curriculum	Creation of a document outlining opportunities, client-base, and financial implications	2019	Client Services	FLE/Counseling	Staff time, potential financial

<b>Strategic Initiative: To build and hone efforts to make The Parenting Center easily identified and funded as the thought leader in building successful families.</b>	<b>Measurement</b> What does success look like?	<b>Timeline</b> When will these be accomplished?	<b>Board Oversight</b> Which Board Committee Is Responsible?	<b>Staff Oversight</b> Which Department is responsible	<b>Allocation</b> What resources are necessary?
<ul style="list-style-type: none"> <li>o Upgrade the website to support robust information and referral services and provide value to existing and potential customers</li> </ul>	A fully-functioning, mobile friendly website	2018	IT/Marketing	Development	Staff time, financial
<ul style="list-style-type: none"> <li>o Create and implement major-donor engagement strategies</li> </ul>	A document outlining strategies to engage major donors	2017	Steering	Development	Staff time, financial
<ul style="list-style-type: none"> <li>o Diversify funding strategies, including a focus on individual, corporate, and private foundation giving as well as diversified governmental contracts</li> </ul>	A funding guide, including a calendar, and grant process is created	2018	Steering	Education/Development	Staff time, financial
<ul style="list-style-type: none"> <li>o Create branding and a marketing campaign designed to reach families of different socio-economic classes</li> </ul>	Develop marketing plan, developing specific goals	2018	Marketing	Development	Staff time, financial
<ul style="list-style-type: none"> <li>o Identify opportunities to expand the physical presence of The Parenting Center in other communities</li> </ul>	Expand to at least two other communities	2020	Steering	Administration	Staff time, financial
<ul style="list-style-type: none"> <li>o Build thought-leadership awareness by conveying expertise to the community through multiple avenues, including online tools, print and digital writing, and speaker’s circuit</li> </ul>	At least one member of The Parenting Center is speaking at a conference or public event 4 times a year. An online expertise section is dedicated on the website	2019	Marketing	Management Team	Staff time, financial
<ul style="list-style-type: none"> <li>o Establish key, core partnerships with other nonprofits, businesses, and public sector entities to enhance referral processes</li> </ul>	Increase number of partnerships by 20%	2020	Client Services/Marketing	Management Team	Staff time, potential financial