



*NOTE: DEIB principles will be implemented throughout this Strategic Plan through the use of SMARTIE Goals: Specific, Measurable, Action-Oriented, Relevant, Time Bound, Inclusive, Equitable*

## **GOAL: DEEPEN OUR CONNECTIONS WITH OUR COMMUNITIES**

### Objectives:

- Create a culture of relationships by investing in meaningful collaborations with organizations and individuals that share our values.
- Implement a public relations strategy that ensures that we are known as a gold standard provider of services throughout our region.
- Build public awareness of the pipeline and actively eliminate barriers to becoming a CDS volunteer so this is known across our communities.

## **GOAL: BUILD ORGANIZATIONAL CAPACITY**

### Objectives:

- Train and support staff, volunteers, and board members so they can fulfill their potential as excellent ambassadors and service providers in our communities.
- Create internal collaborative systems to assess our current resources, identify agency/county needs, and respond adaptively.
- Develop new revenue streams by cultivating clients in the business, higher education, and banking sectors.
- Recruit, hire, sustain, and develop succession plans to meet our staffing and leadership needs.

## **GOAL: INTEGRATE PRINCIPLES OF DIVERSITY, EQUITY, INCLUSION, AND BELONGING (DEIB)**

### Objectives:

- Re-envision a workplace culture based on equity and relationality by working to dismantle the impact of white supremacy culture and the way it reinforces other forms of oppression (racism, sexism, ableism, ageism, etc.)
- Assess and improve accessibility of services for BIPOC, LGBTQ+, People with Disabilities, and other historically marginalized and excluded communities.
- Build collaborative partnerships with agencies that represent underserved communities.