

Community Action Organization

Strategic Plan 2001-2004

OVERALL STRATEGIC GOAL: CAO PROVIDES HIGH QUALITY SERVICES AND, WITH ACTIVE INVOLVEMENT FROM THE COMMUNITY, ADDRESSES ISSUES OF POVERTY.

Strategic Goal I: Early childhood and family development services are responsive to the needs of the community.

Strategic Focus: Enhance the future success of over 3,000 low-income children by promoting their healthy development.

Strategic Goal II: The community and CAO have adequate capacity to prevent homelessness, provide shelter and affordable housing.

Strategic Focus: Implement services to increase long-term housing stability for homeless families.

Strategic Goal III: Comprehensive information & referral services are available to all community members.

Strategic Focus: Increase access to needed information and referral by fully implementing the Web based FIND model and increasing utilization.

Strategic Goal IV: Low-income people in crisis obtain services they require.

Strategic Focus: Implement a sustainable, integrated model for delivering energy and emergency services, and increase the number of households served from 5,824 to 10,000 annually.

Strategic Goal V: The community is engaged in issues and activities that reduce or alleviate the effects of poverty.

Strategic Focus A: Increase agency visibility and support by implementing a comprehensive marketing and public relations plan.

Strategic Focus B: Achieve agency mission through strategic recruitment of volunteers and in-kind gifts.

Strategic Goal VI: The CAO Board provides effective leadership and governance for the organization.

Strategic Focus: Enhance ability of CAO to accomplish this strategic plan.

Strategic Goal VII: CAO is financially healthy.

Strategic Focus A: Reduce agency deficit by 75% and long-term debt burden by 30%.

Strategic Focus B: Increase and sustain private financial support at \$1 million annually.

Strategic Goal VIII: Effective administrative systems and centralized support services are in place to operate the agency.

Strategic Focus A: Increase human resources support to employees and legal protections to the agency.

Strategic Focus B: Increase capacity to support and use technology, and manage data.

Strategic Focus C: Increase support to facilities and work spaces.