

FY19 Strategic Plan with Implementation Steps

Color Key

Bobbi	Danielle
Julia	Board

MANIFEST OUR MISSION	Q1 July 2018	Q2 Oct 2018	Q3 Jan 2019	Q4 April 2019
Strong/diverse slate of BOD candidates.	Board			
<i>Coordinator: Karla Bauer Team Members: Board Development Committee Collaborators/Partners: Board of Directors</i>				
Determine gaps in current BOD.	Board Development Committee with input from MAC staff and full Board		Immediately	
Determine plan to engage communities not currently represented on the MAC BOD. Although the Board Development Committee will be primarily responsible for this effort, all MAC Board members and staff need to engage their personal and professional networks.	Board Development Committee		Begin August 2018	
Commit to a set schedule of Board Development Committee meetings in an effort to keep our strategy, momentum, and goals on track. Make committee meetings open to entire Board (not required but optional). The Board Development Committee will meet formally every other month (during the months there is not a MAC Board meeting). Informal meetings will happen as needed.	Board Development Committee		Begin August 2018	
Create and implement Recruitment Strategy for 2018 Annual Meeting (if possible)	Board Development Committee		Immediately	
Implement focused Board Recruitment discussions at each Board meeting. Add permanent agenda item beginning at October 2018 Board mtg	Board Development Committee Chair (Karla)		Oct-18	
Create and implement year-round recruiting requirement for all Board of Directors Members. Action steps include: ▪ Provide resources (possibly training) on Board recruitment ▪ Amend bylaws and/or job description to include clear language regarding recruitment responsibilities ▪ Provide talking points for Directors to use for recruiting in community and professional settings	Board Development Committee, Executive Committee		Begin August 2018	
<i>Evaluation Measures: BOD will be strong and diverse.</i>				
Achievements: Strong slate of Board members at the 2018 Annual Meeting				
Next Steps: Board recruitment discussions, year-round recruiting efforts.				
Increased investment by the BOD.	Board			
Board actively supports staff (including formalized process to recognize and appreciate staff work).	Board			
Staff and BOD create/develop relationships with culturally specific programs.	Julia			

<i>Coordinator: Julia Team Members: Bobbi & Danielle Collaborators/Partners: Board of Directors</i>				
Conduct an evaluation of MAC's cultural humility: as staff, on the Borad of Directors, in training/TA, with member programs, and across the board.		Julia will design		July - Sep '18
Identify areas for improvement/growth and develop a plan to address that.		Julia		9/30/2018
Draft a new implementtion step for Q2.		Julia		9/30/2018
<i>Evaluation Measures: detailed report & implementation step completed by 9/30/18</i>				
Sustained funding to support MITCIRN.		Bobbi		
<i>Coordinator: Bobbi Team Members: Julia Collaborators/Partners: MITCIRN Network Partners</i>				
Secure support from network partners to continue the work of MITCIRN		Bobbi & Julia		Q2
Research funding opportunities.		Bobbi & Julia		Q2
Explore VOCA special projects grants.		Bobbi & Julia		Q2
<i>Evaluation Measures: statement of support from network members</i>				
Increase MC staff to 3.5 FTE.			Bobbi	
Update position descriptions and succession plans.		Bobbi		
Develop administrative procedure list.		Julia		
Develop and streamline in-office financial procedures.		Julia		

	Q1 July 2018	Q2 Oct 2018	Q3 Jan 2019	Q4 April 2019
DEVELOP AND INCREASE MEMBERSHIP				
Strong, well planned annual meeting.	Danielle			
<i>Coordinator: Danielle Team Members: Bobbi, Julia, BOD Collaborators/Partners: Trainers</i>				
Secure location and on-site details; find and secure location and on-site details; send save the date		Danielle & Julia		7/1/2018
Finalize agenda		Danielle		7/16/2018
Create registration materials/system; create reimbursement system for participants; send out registration info		Danielle		7/18/2018
Create Annual Meeting PowerPoint		Danielle & Bobbi		8/20/2018
Make sure Board has everything they need to do their parts		Danielle & Board		8/31/2018
Purchase all necessary supplies		Julia		9/4/2018
Get participant folders and other materials ready		Danielle & Interns		9/5/2018
Conduct training		Staff, Board, Trainers		9/6/18 - 9/7/18
Evaluation		Danielle		9/10/2018
<i>Evaluation Measures: Online evaluations</i>				
Achievements: Excellent, well-planned annual meeting!				

Complete member needs assessment.	Danielle			
<i>Coordinator: Danielle Team Members: Bobbi & Julia Collaborators/Partners: N/A</i>				
Brainstorm to crete this year's member survey	Staff, Board, Trainers			7/18/2018
Create survey in SurveyGizmo	Daniele			7/20/2018
Send survey links to MAC members	Danielle			7/20/2018
Send reminder	Danielle			7/27/2018
Download results	Danielle			8/3/2018
<i>Evaluation Measures: Response rate</i>				
Achievements: Needs assessment was sent out and completed by membership.				
Launch "Spotlight" initiatives.	Danielle			
<i>Coordinator: Danielle Team Members: Bobbi, Julia Collaborators/Partners: N/A</i>				
Create nomination process for Spotlight on Service Award to be presented at MAC Annual Meeting	Danielle			6/5/2018
Ask Diane Homa to create award ceramics	Danielle & Bobbi			6/5/2018
Publicize Award	Danielle			June & July
Review nominations and determine winner	Staff, Board, Trainers			7/18/2018
Inform winner and ask them to attend Annual Meeting	Danielle			7/19/2018
Make award certificaate for winner	Danielle			8/31/2018
Award winner at Annual Meeting	Bobbi			9/6/2018
Interview members for newsletter Spotlight piece	Danielle & Interns			Monthlly
<i>Evaluation Measures: Spotlight on Service award created and given out at the annual meeting</i>				
Achievements: Award given to Barb Hedstrom!				
Next Steps: Ongoing monthly spotlights				
Expand membership to 110 programs.		Danielle		
Develop technical assistance capacity and resources.			Danielle	
Evaluate existing communications and develop a plan for enhancements (including FY18 annual report, monthly newsletter, website, and ListSerts).	Danielle			
<i>Coordinator: Danielle Team Members: Bobbi & Julia Collaborators/Partners: Potentially Board and/or Members?</i>				
Evaluate existing communications (utilize feedback from Annual Survey and Annual Meeting; brainstorm with staff)	Danielle			10/1/2018
Develop plan for newsletter, website, Listserts, and social media	Danielle			12/1/2018
Execute plan	Staff			6/30/2018
<i>Evaluation Measures: statement of support from network members</i>				

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DEVELOP AND SUSTAIN CORE PROGAMS				
Develop training for prosecution and law enforcement.			Danielle	
Conduct fundamentals training 2x/year.			Danielle	
Provide monthly webinars.	Danielle			
<i>Coordinator: Danielle Team Members: Bobbi, Julia Collaborators/Partners: Trainers</i>				
Brainstorm webinar topics utilizing feedback from Annual Survey and Annual Meeting		Staff	9/12/2018	
Secure trainers		Danielle	Monthly	
Set up webinar and event in GoToWebinar		Danielle	Monthly	
Publicize webinars		Danielle	Monthly	
Apply for CLEs		Danielle	Monthly	
Facilitate/host webinar		Danielle	Monthly	
<i>Evaluation Measures: Online evaluations</i>				
Achievements: Several successful webinars completed				
Next Steps: Ongoing webinar development				
Expand MITCIRN network.	Julia			
<i>Coordinator: Julia Team Members: Bobbi & Danielle Collaborators/Partners: MITCIRN Partners</i>				
Evaluate existing members for gaps		Julia	September '18	
Make deliberate outreach to potential new members		Julia & MITCIRN Partners	Q2	
Ongoing excellence in programming to make MITCIRN worth it		Julia	Ongoing	
<i>Evaluation Measures: grow network by 25% by the end of the fiscal year</i>				
MITCIRN become central clearinghouse for training, TA, and resource development.	Julia			
<i>Coordinator: Julia Team Members: Bobbi & Danielle Collaborators/Partners: MITCIRN Partners, ITRC</i>				
Create resource order plan/schedule (What's in stock? How do we order it? Create guide.)		Julia	September '18	
Update website for content and accessibility		Julia	October '18	
Review/update regularly - create schedule		Julia	Ongoing	
<i>Evaluation Measures: conduct a MITCIRN evaluation?</i>				
Develop 501(c)(4) program, including messaging to donors.		Bobbi		
Julia to 1.0 Coordinator			Bobbi	
ENGAGE STAKEHOLDERS				
Develop strategic plan for fundraising.		Board		

Expand GTTMD efforts.		Board		
Two interns year-round.	Julia			
<i>Coordinator: Julia Team Members: Bobbi & Danielle Collaborators/Partners: intern/job leaders at various colleges</i>				
Post internship positions for Sep-Dec	Julia		7/16/18-7/20/18	
Conduct interviews for fall	Staff		August '18	
Post internship positions for Jan-May	Julia		9/15/2018	
Conduct interviews for winter	Staff		Nov-Dec '18	
Post internship positions for June-Aug	Julia		1/15/2018	
Interviews for summer	Staff		March-May '18	
<i>Evaluation Measures: have an intern year round</i>				
Achievements: 2 interns signed up for fall				
Next Steps: Secure interns for winter/spring (Jan - May)				
Collaborative messaging regarding need to strengthen victims' rights in MN.		Bobbi		
Partner with coalitions and members to develop victim/survivor focus group.	Bobbi			
<i>Coordinator: Bobbi Team Members: Staff Collaborators/Partners: BOD</i>				
Secure funding to hire .5 FTE Project Coordinator		Bobbi		Q1&2
<i>Evaluation Measures: hire project coordinator</i>				
Develop strong working relationships with 4 legislators.		Board		