



Strategic Plan 2018-2020

Vision

Eliminate reliance on the juvenile justice systems to meet the needs of black youth

Mission

Lead the way in the innovation and provision of evidence based and community centered, education, advocacy, and rehabilitation solutions to the issues facing the black community in the Twin Cities.

Values

Innovate

(make changes in something established; introduce new methods or ideas)

- Challenge the status quo
- Research & develop new approaches
- Provide/Evidentiary basis for solutions being used in communities of color
- Make incremental change AND seize opportunities for rapid advancement
 - Be the first...
 - Be KNOWN

Educate

(system, community, fields of education, social work, law, criminal justice)

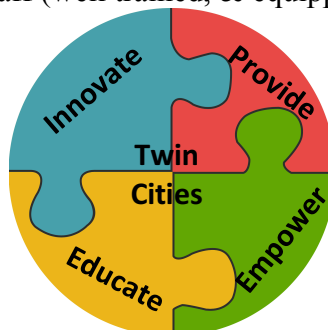
- Share Learnings
- Raise Awareness
- Be a trusted source of information

Empower

- Equip Community members to advocate change TODAY
- Equip Youth to lead TOMORROW

Provide

- CONSISTENT (everyone has the same experience)
 - HIGH QUALITY SERVICE
- TARGETED (knowing who our services will benefit & serving the people we can really HELP)
 - Welcoming facilities
- Professional staff (well trained, & equipped to meet kids' needs)



Strategies

- **Build a Recognizable Brand & Identity**
 - Presentations & publications (scholarly & media)
 - Community collaborations, representation on decision making bodies
 - Presence at community meetings & strategic social affiliations
 - Website overhaul
 - Social media campaign
 - Office space w/ signage

- **Build Strong Governance & Management Structure**
 - Create board manual
 - Expand board of directors
 - Create administrative policies & procedures
 - Expand organizational structure

- **Improve Existing Program Quality**
 - Implement organizational structure (positions & hiring) that supports quality program
 - Increase pay to attract and retain high quality staff
 - Implement evidence based curricula in all programs
 - Develop and implement training models to support staff capability

- **Expand Programming to Meet Client Needs**
 - Respond to RFPs that align with strategic plan
 - Conduct survey of community to determine needs

- **Ensure Adequate & Sustainable Funding**
 - 3 months of operating capital in savings (\$250,000)
 - Establish endowment for agency (\$1,000,000)
 - Create & Implement fundraising strategy
 - Annual Giving Campaign
 - Annual Fundraising Event