

## The Strategic Planning Process

Community Action Partnership of Mid-Nebraska's planning process for the calendar year 2006-2009 Strategic Plan started in July of 2005. Strategic Planning meetings were held monthly with staff and board members participating in separate sessions.

Initial phases of the planning process revolved around establishing the guidelines for the Strategic Planning Process and the use of TOWS (Threats, Opportunities, Weakness and Strengths) analysis. Subsequent meetings involved the strategies necessary to meet the opportunities and threats that we as an organization believe exist. We would like to acknowledge and recognize the input of the Board of Directors and Mid staff in assisting with establishment of the TOWS analysis and the strategies that followed. December marked the end of the outline process and we looked at the relationship of those strategies in the context of our ROMA goals; how we could make a difference and quantify the results of our efforts. The last of the strategies were finalized in March of 2006.

The adverse effect of the national economic situation and subsequent budgetary constraints on program funding remains our major concern in planning for the future. As a result, the reshaping of the organization to meet these challenges has received our primary attention. The organization realizes that Strategic Plans are fluid by nature, requiring constant evaluation of the environment in which we live and the realities and constraints of budget and personnel. We invite your comments, suggestions, and help in the implementation of current strategies and the formation of strategies for the future.

Please e-mail your suggestions to [ebutler@mnca.net](mailto:ebutler@mnca.net).

### ABOUT US:

Community Action Partnership of Mid-Nebraska (Mid) serves 139 communities located within 27 counties in south central Nebraska and two counties in Kansas.

Our private, non-profit organization is an important collaborative partner working with community leaders, residents, and other organizations to identify needs, seek resources, and strengthen current programs. These partnerships are essential for "Helping People and Changing Lives."

### CONTACT US:

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### The Community Action

#### Brand Promise:

"Community Action changes people's lives, embodies the spirit of hope, improves communities and makes America a better place to live. We care about the entire community and we are dedicated to helping people help themselves and each other."

## Community Action Partnership of Mid-Nebraska



**2006 –2009**  
**Strategic Plan**

## Mid Strategic Planning Goals

### ***FAMILY GOALS:***

#### Goal 1: Increase Emphasis on Elderly and Minority Populations

- A. Develop In-Home service for Elderly.
- B. Improve and Expand delivery of Health Service for Minority populations
- C. Develop computer lab for customer use

#### Goal 2: Expansion of Services

- A. Expand Parenting Classes
- B. Resurrect after school (latch key) programs for children
- C. Expand Youth Diversion Program

#### Goal 3: Improve Economic Opportunities for Low-wage Families

- A. Institute an Individual Development Account (IDA) Program
- B. Advocate and support the Earned Income Tax Credit (EITC) Program
- C. Increase public transportation partnerships to include nursing homes

### ***COMMUNITY GOALS:***

#### Goal 1: Improve Economic Viability of Rural Communities

- A. Increase involvement in Economic Development initiatives within Mid's communities

### ***AGENCY GOALS:***

#### Goal 1: Increase our visibility

- A. Emphasize and increase our partnerships
- B. Increase our media coverage
- C. Increase public awareness about Community Action

#### Goal 2: Increase our unrestricted revenues to support programs

- A. Expand Craft Show opportunities and Beads in a Box operations
- B. Work with the University of Nebraska at Kearney (UNK) to develop a campus shuttle
- C. Expand Team Mate Partnership to serve one more community
- D. Provide Weatherization and Family Visitation Service to private market
- E. Increase program specific fundraising events

#### Goal 3: Improve our internal marketing and staff training

- A. Restructure Leadership Training to three levels of staff training

- B. Update website on a weekly basis
- C. Redesign program storyboards in large conference room
- D. Restructure Program Director's weekly meetings
- E. Track staff trainings and institute Staff Development Plan
- F. Develop Agency referral log

#### Goal 4: Control Environmental Costs

- A. Install programmable thermostats in all agency owned buildings
- B. Assess insulation levels and update Model Energy Code (MEC) Standards
- C. Auxiliary heating units to be controlled or eliminated
- D. Reduce mileage reimbursement rate below federal standard level
- E. Replace incandescent bulbs with compact fluorescents and deploy "Turn off Lights" stickers
- F. Emphasis toll free number for staff and clients
- G. Use "back door" numbers on staff business cards

### **Our Mission:**

"Helping people, changing lives, and making communities a better place to live."