

**Assistance League Of Orange
STRATEGIC PLAN 2009**

GOAL #1: Update and refurbish Thrift Shop

GOAL #2: To recruit and maintain an informed and committed membership

GOAL #3: To Provide Committed and Consistent Leadership

GOAL #4: To Increase Community Volunteer Program.

GOAL #5: To Provide for Future Community Needs

GOAL #1: Update and refurbish Thrift Shop

Objective	Action Steps	Time	Person Responsible	Measures of Success
Improve condition of premises to attract more customers and increase revenue	1. Develop a funding Plan.	2008-09	Grants / restoration / board	Updated and refurbished Thrift Shop
	2. Determine cost and length of time for project.	2009-10	Restoration	
	3. Prepare project timeline	2009-10	Restoration	
Survey current use of buildings and possible future usefulness as a program service center, meeting facility and resource development venue	1. Have property appraised professionally 2. Gather information and cost data to move thrift ship and/or OSB 3. Look at possible income from rental of facility as resource development	2009-10	Special Board appointed committee.	A decision which will halt speculation in the short term

GOAL #2: To recruit and maintain an informed and committed membership

Objectives	Action Steps	Budget	Time	Person Responsible	Measures of Success
New member recruitment of 10% of current membership.	1. Open enrollment	\$0	2009-10	Membership, New Member Orientation	10% or greater increase in enrollment
	2. Publicity Community outreach, Advertising,	\$0	2009-10	Public Relations	Any new member success
	3. Membership outreach,	\$0	2009-10	President Public Relations	Entrance interview
	4. Web Site page enhancement	\$0	On going	Electronic Communication / Orange Blossoms	On line response

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**GOAL 2 Continued: To recruit and maintain an informed and committed membership **

Objective	Action Steps	Budget	Time	Person Responsible	Measures of Success
Retain current members	1. Provide more training for leadership and committee positions	\$0	2009-10	Education	More confidence of members in accepting leadership roles
	2. Continue social opportunities Create social chairman position under Hospitality.	\$0	On going	Social Chairman	More participation
	3. Add more fun to meetings	\$0	2009-10	President, Hospitality, Board members	Better attendance
	4. Evaluate the flexibility in number and time of meetings	\$0	2009-10	President	
Enhance every members experience	1. Assess the need to refine sub-classifications and provide flexibility	\$0	2009-10	Membership	Fewer drop outs
	2. Explain and educate with clearly written job descriptions at a job fair where board positions can be discussed and promoted	\$0	2008-09	Education Chairman/Nominating committee	Better prepared leadership
	3. "Ask the President" column, where members can ask questions Answers could be published in Newsletter or on Web Site	\$0	2008-10	President	Better informed and educated membership
	4. Increase attendance at Conference	.\$7,000	2009-10	Education Chairman	Greater attendance
	5. Member recognition	\$0	On going	President	More appreciated membership
	6. Better and more varied communication	\$0	On going	Electronic Communication	Better informed membership
To find support from community in helping us provide better services	<p>Activate the plan developed by the professional auxiliary for community volunteers.</p> <p>To review our resource development plan to provide a different method of fundraising for alternate years.</p> <p>Put into action the community survey of seniors to find how they think they can help other seniors2</p>			<p>Community Outreach/ Board</p> <p>Resource Development Comm with Board</p> <p>Survey to be taken downtown and at senior center by ALO volunteers</p>	

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GOAL #3 : To Provide Committed and Consistent Leadership

Objective	Action Steps	Budget & Time	Person Responsible	Measures of Success
Provide an atmosphere conducive to recruitment of leadership.	1. Nominating committee will review job descriptions and bylaws and suggest any necessary modifications	\$0	Responsible board	A knowledgeable nominating committee with a clear procedure for nominations.
	2. Decrease size of Board by recombining positions and/or eliminating or adding necessary positions	\$0	Bylaws chairman and other appointees	A Board set to determine policy and not to administrate.
	3. Increase Board's management of policies and relieve it of administrative decisions (which are committee responsibilities.)	\$0 On Going	The Board	Increase of meaningful decision making board meetings with less committee work done at the board meeting. Better policies in place. Membership aware of policies of chapter. Better capability to recruit and train new volunteers

GOAL #4: To develop a Community Volunteer Program.

Objectives	Action Steps	Budget & Time	Person Responsible	Measures of Success
Increase member effectiveness as volunteers and leaders	1. Determine how community volunteers would be used	\$0	Thrift, dental center, Community Outreach, Phil Programs Chairman	# of volunteers required
	2. Include a training module	2009-10		Reduction of member hourly obligation Increased willingness of members to assume leadership roles

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GOAL #5 : To Provide for Future Community Needs

Objectives	Action Steps	Budget & Time	Person Responsible	Measures of Success
Improve outreach to those in greatest need within next 5 years.	<ol style="list-style-type: none"> 1. Use current local/committee surveys 2. based on results of #1 if further info is necessary ALO personal conduct a survey. 3. Note trends in downtown development 4. Tabulate & present data 	<p>\$300</p> <p>2009-10</p>	Strategic Planning Committee	# of returned surveys
Determine future use of dental center with government programs	<ol style="list-style-type: none"> 1. Investigate impact to ALO 	2009-10	Dental Center Committee and Program Services Chairman	Decision by Board to act upon report
Determine which current Program Services are most worthy of ALO time and money	<ol style="list-style-type: none"> 1. Do cost and time analysis and compare to results recipients receive 	2009-10	Program Services Chairman	More satisfied members