

Tacoma (WA) Chapter of the Links, Incorporated

Strategic Planning Report

October 2018

We are pleased to report our spirited chapter made considerable progress on each of the strategic goals. Programs were implemented, leadership developed, friendships enriched, and communities served.

Nationally, all chapters are encouraged to update their strategic plan using an on-line tracking system. We learned during a webinar with the Western Area Strategic Planning Committee that “the Western Area is the only Area within Linkdom with virtually all its Chapters using the tracking system.” The Tacoma Strategic Planning Committee (SPC) will meet the October 31 deadline for the fall update and our observations are provided for review.

Tacoma (WA) Strategic Planning Report

Goal 1. Organizational Assessment and Alignment

Description: Utilize the Service Delivery Model to enhance the effectiveness of programs by conducting workshops and calls to insure common understanding. Chairs and co-chairs to complete on-line program report once developed. Review a section of the Strategic Plan every other meeting and conduct a comprehensive review annually of the Strategic Plan at the chapter planning meeting.

STATUS: *Accomplished (100%)*

Chapter members consistently utilize the Service Delivery Model and demonstrate a working knowledge of the goals and objectives of both the chapter and the national organization.

Goal 2. Enhance and sustain a transformational program

Description: In 2016-2018 develop a sustained transformational umbrella program that engages all facets to provide education and programs that support the mental health initiative. Each facet has committed to engaging the community and specific organizations in activities that lead to deeper understanding of mental health impact on well-being.

STATUS: Accomplished (100%)

All five facets are contributing to the delivery of “The Many Facets of Mental Health” – an educational program promoting mental health awareness within Tacoma’s Black and African American communities.

Goal 3. Enhance Member Services and Engagement---- Increase and track members in leadership roles--

Description: Endeavor to increase and accurately track the number of members who have served in an elected position or chaired or co-chaired a facet or committee by 2018; continue to actively engage in friendship activities; increase the number of chapter members and participate in the 40 by 40 Links initiative.

STATUS: Partially met (80%)

The chapter nurtures and supports member engagement. Currently, all members that are eligible to hold an office (35) have served as an officer and/or committee chair. Friendship activities grew to include the Emerald Book Club, visiting galleries and live theatrical and musical productions, an excursion with Connecting Links to Victoria, BC, and the launch of The Bee’s Knees. At the same time, three new members were inducted into Linkdom.

Goal 4. Fund development - Form ad hoc committee

Description: Develop an ad hoc fund development committee by March 2017 to establish a long-term plan for fund development and fiscal responsibility. Attend fund development workshops to improve skills and work with technology committee to develop database of donors. Identify opportunities to be appointed to local, state, regional committees, to further contribute to brand value. Active in voter registration and grassroots efforts for candidates who share our vision.

STATUS: Partially met (70%)

Select chapter members came together to form a committee and establish an infrastructure and strategy for fund development. Donations raised in 2018 surpass the previous target by XX%. Moreover, the chapter earned a State Farm Neighborhood Assist grant and several chapter members (8) participate on local, state and regional committees or boards.

Goal 5. Title: Leadership Development

Description: Prepare members for leadership by providing the opportunity to attend leadership training, seminars, webinars and workshops. Also, provide leadership training at Chapter annual retreat by reviewing the strategic plan and noting priorities for the program year.

STATUS: Accomplished (100%)

Committee members regularly engage in local, area, and national trainings, seminars, and webinars and workshops along with investments in supplemental training during the annual retreat.

Link Sisters, we thank you for your feedback. Beginning in November, the committee will seek additional input from every member on ideas and proposals for a new four-year roadmap and related performance indicators.

Respectfully submitted,

Link Adrienne Allen

Link Kimberly Green

Link Mentha Hynes-Wilson

Link Jorge-Ayn Riley

Link Kay Wilson-Kirby

Committee Meetings – open to all members

First and Third Tuesday / 6:15 PM US/Pacific

Dial-in number (US): (712) 775-7031 / Access code: 652698#

