

**Tacoma (WA) Chapter of the Links, Incorporated**  
**End of the Year Report**  
**Strategic Planning Committee (SPC)**  
**January 2019**

Committee Members

Link Adrienne Allen  
Link Mentha Hynes-Wilson  
Link Kimberly Green  
Link Jorge-Ayn Riley  
Link Kay Wilson-Kirby

The standing charge of the committee as stated in the Chapter Bylaws, Article VIII, Section 3, V is to:

- Develop, implement and oversee the chapters strategic plan to ensure alignment with the goal and objectives of the National Strategic Plan of the Links Incorporated
- Develop, monitor or modify strategic goals when appropriate.

As a rule, virtual meetings/conference calls take place on the First and Third Tuesday, 6:15 PM US/Pacific (Dial-in number (US): (712) 775-7031 / Access code: 652698#). Committee Meetings are concise and open to all members.

Year in Review

Tacoma's spirited chapter embodied the National theme: "Friends Transforming Communities Through Service." A brand new leadership team flourished during the year along with diverse friendships and numerous service programs.

Planning Schedule and Near-Term Plans

July	Chapter retreat and Strategic Planning workshop (w. Tabletop discussion)
August	Document review and spot checking
September	Strategic Planning update (Chapter meeting) Review National SP Manual Participate in webinars
October	Webinars and Tutorials Strategic Planning Update (Chapter meeting) OPS Submission
December	Dialogue with Facet Chairs
January	Benchmarking and Survey Development
February	Chapter Survey Implementation Strategic Planning Update (Chapter meeting)
April	Strategic Planning Update (Chapter meeting)
May	Telling Our Story: Tacoma's Four Year Plan
June	WA SP Primer

## Strategic Areas and Accomplishments

### 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 (90%)*

*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 Green Page Society, 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 (90%)*

*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 approximately 158%. Moreover, the chapter earned a State Farm Neighborhood Assist grant and several chapter members 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.*

Significant Considerations

- Good reputation within the community
- Sound commitment and enthusiasm from chapter members
- New leadership
- New partnership opportunities
- Mature/Seasoned membership
- Distance and logistics (members reside in multiple cities and counties)