

Tacoma (WA) Chapter of the Links, Incorporated
Strategic Planning Committee
Progress Report: April 2019

Committee Members

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We have good news to share.

1. Tacoma took note of the “WASP Retreat-in-a-Box” Webinar on March 19, 2019. This step-by-step toolkit features everything needed to develop a strategic plan and all details enclosed with this report.
2. Feedback from the 2019 questionnaire, a snapshot, indicates chapter members are mostly satisfied with the leadership, programs, and operations of the Tacoma chapter. The summation is attached to this report and the more prominent wants are to:
 - a. Recruit and retain new members
 - b. Cultivate donors and increase giving
 - c. Lessen email communications
 - d. Fine-tune facet programs and the planning calendar
 - e. Collaborate with a mix of community organizations
3. Western Area chapters are required to update the OPS National Strategic Planning tracking system in October and April. Tacoma updates have been submitted ahead of the deadline.

Next Steps:

Strategic Planning Committee members will complete edits to the strategic plan and submit a draft to the E. Board for review and comment.

Planning Schedule and Near-Term Plans

April Strategic Planning Update (Chapter meeting)

May Telling Our Story

June WA SP Primer

**The Links, Incorporated
Tacoma (WA) Chapter
Summary: Strategic Planning Questionnaire - February 2019
Response rate: 50% (12/24)**

1. What should be our overarching vision for the next 2-4 years? Supporting goals?

- ***The chapter needs more members***
- ***A five-year plan to support the Links and the community needs***
- ***More visible service projects***
- ***Increasing visibility of the organization/chapter in the local community. Show clear alignment to the organization's mission so the community is aware and sees the Tacoma Links, Inc. as a potential partner.***
- ***Focus should be on transforming the community through impactful programs, and scholarships to deserving youth in our community***
- ***Economic development and mental health education***
- ***More community involvement***
- ***Fund development – the money is needed for programs***
- ***Higher quality programs and public presence***

2. Name what do you see as the chapter's strengths.

- ***Motivated ladies with varying strengths - respected in the community***
- ***It's membership, scholarship program, and facet programs***
- ***HHS and Scholarships - both are outstanding***
- ***Forwarding thinking Presidents (like Link McGriff and Link Davis)***
- ***Hardworking members***
- ***Friendship and service to such a diverse group of community organizations***
- ***Sisterhood and commitment to enable others to reach their full potential***
- ***The chapter has dedicated members, responsible members who fulfill their responsibilities.***
- ***Collaboration with community organizations***

- **Mental health education**
- **Friendship activities**
- **Team does pull together**
- **Commitment to the ideals of the organization**
- **Organization**

3. What do you see as a weakness?

a. Chapter Meetings

- **None**
- **Sometimes too long**
- **Much improved this year – each year it gets better**
- **Meeting space; not always a lot of “elbow room”**
- **Chapter meetings move along much more efficiently. Really like reports being submitted in advance of the meeting.**
- **Execution of strategic plans by facet**

b. Friendship Activities

- **None**
- **Not enough activities**
- **Not enough group activities**
- **Would like to see more friendship activities but don't know when there will be time.**
- **Good options**
- **More often - 18 month calendar**

c. Facet Programs

- **None**
- **Communications poor about activities; get information too late to attend**
- **Trying to get everyone to meet**
- **Meeting conflicts if you are part of more than once facet**
- **Better collaboration**
- **All are great on their own but seem disconnected**
- **Calendared out 2 years**

d. Communications

- **Need a yearly calendar**
- **Send out notifications for all projects for more participation**

- ***A lot of emails, hard to keep up with. Perhaps designate one single day for business announcements.***
 - ***Hard to manage all of the email messages***
 - ***Create a calendar of events for all activities***
 - ***Read all emails***
4. If the chapter could discontinue ONE THING, what would it be? Why?
- ***We don't need parliamentary moment every meeting – perhaps every other meeting or once a quarter.***
5. How can current programs be improved?
- ***Have facets meet early in the year and outline programs; facet chairs get together with program coordinator and collaborate to make sure facets are on same wavelength***
 - ***We can do more joint activities together i.e. STY and NTS***
 - ***More strategic (planning) thinking and goal setting to ensure we are meeting our goals and can measure our success***
 - ***Larger impact in community – publicity***
 - ***Repeating the structure. Improving upon what is in place i.e. HHS umbrella program***
6. What NEW programs - if any - should be added to address new, emerging or unmet needs?
- ***Programs to address homelessness in our community***
 - ***I think we should focus on current programs before introducing new programs***
 - ***The homeless situation here is truly visible everywhere. We need to address this some way.***
7. Any other comments that you would like to share?
- ***Thank you for giving us this opportunity to provide feedback***