

Tacoma (WA) Chapter of the Links, Incorporated
End of the Year Report
Strategic Planning Committee (SPC)
January 2020

Committee Members

Link Adrienne Allen
Link Tracy Flood
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 as needed on the Third Tuesday at 7:00 PM US/Pacific (Dial-in number (US): (712) 775-7031 / Access code: 652698#). Committee Meetings are concise and open to all members. On-line tracking system: www.ops1.com/login.asp

Year in Review

The Tacoma chapter marched forward with a remarkable program agenda. The leadership team exhibited a high level of enthusiasm, welcomed new members, and maintained positive and productive ties with chapter members overall.

Planning Schedule and Near-Term Plans

July	Chapter retreat and Strategic Planning workshop Document review and spot checking
August	Strategic Planning Webinar
September	Strategic Planning update (Chapter meeting) Chapter Survey
October	Survey Results and Submission OPS Submission
December	Document review and spot checking
January	End of the Year Review
February	Strategic Planning Update
April	Strategic Planning Update (Chapter meeting) OPS Submission

May

Groundwork for Leadership Transition

Strategic Areas and Accomplishments

Goal 1. Organizational Assessment and Alignment

- Ensure quarterly review of the Strategic Plan, program outcomes and assessment expectations.
- Each chair (100%) to complete and submit on-line program report by the designated deadline.
- Realize 60% completion rate for all local, area, and national surveys.

STATUS: *Partially met (50%)*

Goal 2. Enhance and sustain a transformational program

- By the end of 2020, 80% of chapter members utilize the Service Delivery Model and demonstrate a working knowledge of chapter goals and objectives.
- Reach at least 150 adults within Tacoma's Black and African American communities through the ***Many Facets of Mental Health***, an educational program promoting mental health awareness within Tacoma's Black and African American communities, and achieve 70% or higher satisfied rating among participants.
- Each of the Facet Committees to carry out three activities per program year and achieve 70% or higher satisfied/good rating among participants. One of the activities will align with and support the annual health forum.
- Maintain collaborative partnerships with various community service organizations and establish one new partnership each year.

STATUS: *Partially met (60%)*

Goal 3. Enhance Member Services and Engagement

- Conduct membership recruitment and attract no less than five new members during the membership cycle with emphasis on the "40 under 40" initiative.
- Optimize induction and mentoring efforts to facilitate a smooth transition into the chapter and an 80% or higher satisfied/good rating among new members.
- Improve participation in friendship activities by 10%.
- Log a minimum of 960 service hours.

STATUS: *Partially met (60%)*

Goal 4. Fund development - Form ad hoc committee

- Yearly alignment of Operations, Membership and Finance with funding priorities.
- 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.
- Provides resources to help raise awareness of 2020 Census.

STATUS: *Partially met (60%)*

Goal 5. Leadership Development

- By 2020, design and implement a mentoring and training program that prepares members to hold leadership positions.
- Introduce a Leadership Self-Assessment exercise by 2020.

STATUS: *Partially met (60%)*