Strategic Area #1: Marketing
How can we increase our marketing to address who we are and what we do?

Strategies:
1. Develop a process to evaluate the name of the organization. Is a change needed?
2. Create a child abuse prevention campaign for the general public.
3. Create a marketing and communication plan.

Strategic Area #2: Board Engagement
How can we fully engage our board members to maximize their impact for our organization?

Strategies:
1. Governance Committee evaluates the board survey results.
2. Evaluate organizational by-laws (revise if necessary and communicate them to all board members).
3. Develop ways to celebrate as a board.

Strategic Area #3: Unmet Community Needs
How can we fill gaps in the social service needs of our community?

Strategies:
1. Mission Effectiveness Committee will explore 1 or 2 ways to go deeper with our current programs and offerings.
2. Mission Effectiveness Committee will explore 1 or 2 ways to go broader and potentially expand what we offer to the community.
3. Coordinate a meeting with community partners to identify unmet needs and ways we can potentially collaborate.