

## 2022 Strategic Planning Priorities

**Summary:** Included in the charts below are the 5 Corners or Key Areas and the individual strategies and tactics identified in the 2020 Strategic Planning Group on Saturday, January 8 in priority order by the votes received from the planning group.

**Instructions:** This is opportunity for the board to review and provide input, make any changes before moving forward in this process and make assignments. Review the information below and be prepared as a board to agree with or offer changes to the Key Areas Priority Order, change or combine tactics into strategies and determine the top two or three strategies that we will commit to as a board. Determine next steps and finalize additional time to meet as a board and make assignments, as needed.

Votes	<b>#1 Youth -- Attract More &amp; Build Relationships</b>	Priority Order
10	Revisit attract students list & be more disciplined about program development & evaluation using direct feedback from kids	1
24	Assign staff to liaison with all county schools, churches and youth groups	2
28	Reach out to schools, teachers	3
42	Fill gaps that schools don't offer	4
44	Reach out to counselors, families, etc. & market to them	5
57	Membership -- type of program & market it "reward program"	6
57	More student led programs	7
61	Bring in resources (e.g., speakers) around topic of important to youth (consider virtual)	8
62	Take programs <u>to</u> schools	9
63	Involve students in YAC leadership	10
Votes	<b>#2 Fund Development</b>	Priority Order
21	Build donor relationships	1
22	Create Comprehensive Plan	2
33	Staff up	3
38	Find dollar resources to fund the position start-up (3 Years)	4
48	Signature Fundraising event	5
56	Case for support collateral materials	6
57	Build awareness among attorneys, CPAs and financial planners, etc. re: planned gifts	7
Votes	<b>#3 Board Development &amp; Evolving Board/Staff Working Roles</b>	Priority Order
12	Self-access board/staff roles -- where are we now and determine what if and what to transition?	1
27	Document recruiting process	2
28	Local collaboration -- on board	3
33	Monthly tour schedule to plan	4
Votes	<b>#4 Facility Master Plan &amp; Role of Rentals</b>	Priority Order
16	Redouble efforts for RFP	1
18	Planning "charette" -- Board and staff including What we do & don't need and priorities for building use	2
28	Find resources to fund it	3
28	Identify appropriate and compatible renters (co-users)	4
Votes	<b>#5 Collective Impact Partnership -- Collaboration/Convening</b>	Priority Order
18	Who's relevant to AYP & overall goal of "serving youth"	1
26	What is our common agenda for collective impact?	2
35	AYP Key messages to target constituents (distribution "list")	3
41	How does AYP fit into the City Master Plan?	4
42	Manistee Agencies such as MCCF, SEA & similar groups, CAC, HSCB (umbrella)	5
43	City, County, Townships (Big picture and streamline/don't duplicate)	0