

ID Number	Activity Name
Objective 1	Be the go-to organisation in San Diego (Local level)
Output 1.1	Enhanced Communication and Marketing
Activity 1.1.1	Create a Communication and Marketing Plan
Activity 1.1.2	Implement a Communication Plan
Activity 1.1.3	Raise local awareness and engagement through events
Activity 1.1.4	Raise local awareness and engagement through local grants
Activity 1.1.5	Raise local awareness and engagement through companies that are local/global
Activity 1.1.6	Increase major donors support
Output 1.2	Increased custom programs and services for local clients
Activity 1.2.1	Conduct cultural/protocol training programs for the San Diego Zoo
Activity 1.2.2	Identify global companies/ institutions in SD and sell a cultural/protocol training programs
Activity 1.2.3	Continue to host fellows at local institutions

Activity 1.2.4	Offer reciprical trips to local fellowship hosts
Activity 1.2.5	Create a cost-effective outband citizen diplomacy trips for San Diegans (adults/ youth)
Output 1.3	Review/Strengtened Membership/Hospitality Program
Activity 1.3.1	Create a Membership Survey to current and past members
Activity 1.3.2	Analysis of the Membership Program with recommendations
Activity 1.3.3	Create membership campaign
Output 1.4	Continue to build strategic partnerships and relationships
Activity 1.4.1	Join the SD City International Affairs Board
Activity 1.4.2	Hire a Development Officer Part-Time to help increasing strategic relationships and fundraising
Activity 1.4.2	Maintain our position at the Global Competitiveness Council
Activity 1.4.5	Connect IVLP and Custom Program Visitors to key local partners/ donors
Activity 1.4.5	Advertise local partners events in our eblast
Output 1.5	Increased quality and impact of public events
Activity 2.5.1	Create Event quality survey tool

Activity 2.5.2	Increase revenue generated by the Diplomacy Signature Event
Activity 2.5.3	Increase revenue generated by our events
Activity 2.5.4	Increase attendance at the Annual Appreciation Reception/Event
Activity 2.5.5	Create a Calendar for Global Social Hour/ program related events
Activity 2.5.6	Create a Calendar for Cultural Diplomacy and Talk-About Events
Activity 2.5.7	Organise joint events with strategic partners
Activity 2.5.7	Secure High-level speakers
Objective 2	Become a Super CBM (National Level)
Output 2.1	Secured Custom Programs and Grants at the State and National Level
Activity 2.1.1	Identify and implement national and federal larger grants
Activity 2.1.1	Continue to build relationships with NPAS and DOS

Activity 2.1.2	Continue to deliver high-level quality IVLP and Custom Programs
Activity 2.1.3	Reach out to Foreign Embassies Cultural Services
Activity 2.1.4	Raise visibility of our programs with U.S embassies overseas
Activity 2.1.5	Alumni Engagement Program on social media (LinkedIn)
Activity 2.1.6	Continue to build relationships with State Assembly and Senate Members
Objective 3	Enhanced Organisational Structure (Internal Level)
Output 3.1	Increased and diversified source of funding
Activity 3.1.1	Create a Fundraising Plan with clear targets, roles and responsibilities to support increased expenses and dependency risks
Activity 3.1.2	Strengthened Fundraising Committee
Activity 3.1.3	Hire a Development Part-time Officer
Activity 3.1.4	Implement the Fundraising Plan

Output 3.2	Developed HR Matrix System
Activity 3.2.1	Revise job descriptions
Activity 3.2.2	Create a HR Matrix Organisational Plan for Events, Communication etc..
Activity 3.2.3	Communicate about the Plan for each matrix activities at staff meetings
Output 3.3	Enhance productivity
Activity 3.3.1	Synchronising to gmail or microsoft instead of using two different email and calendar platforms
Activity 3.3.2	Cleaning the server step by step
Activity 3.3.3	financial filing system
Activity 3.3.4	Create a list of criteria for Custom programs and events (CBA)
Activity 3.3.5	Enter all resources, programs and contacts into Salesforce
Output 3.4	Enhanced Internship Program
Activity 3.4.1	Extend internships to 6 months
Activity 3.4.2	Create a Fellowship Program
Output 3.2	Strengthened Board's Engagement
Activity 3.2.1	Recruit new strategic Board of Directors
Activity 3.2.2	Clarify Roles and Responsibilities
Activity 3.2.3	Strengthened Committees

Indicators	Responsible Person/ Committee
Baseline? How do you show progress? Number of members? Followers? \$?	
1) Communication & marketing plan with clear objectives, audience and message contents	Communication Committee and Team
2) Communication Committee monthly meetings 2) % Communication Plan Implemented	Communication Committee and Team
1) Number of guests to all events	Operations and Event Committee
1) \$ restricted local grants 2) \$ unretsricted local grants	Fundraising Committee (Staff + Board)
1) \$ new corporate memberships 2) renewed corporate memberships	Fundraising Committee (Staff + Board)
1) \$ major donations	Fundraising Committee (Staff + Board)
1) \$ Amount from Custom Programs Revenue 2) % of local Custom Programs	
1) 1 training 2) \$ generated by program	Custom Programs team
1) Create a Custom program brochure 2) Secure more clients for cultural protocol training programs	Custom Programs team/ ED/ Development Officer
1) Number of fellows coming through our programs	Custom Programs team

1) Number of Fellowship Hosts that went on a reciprocal exchange programs	Custom Programs team
1) Create a Cost Benefit Analysis for each Opportunity that will drive decision-making 2) \$ generated by outband trip	Custom Programs team
Membership survey sent to members and past m	Individual Membership / Hospitality Committee
Research delivered	Individual Membership / Hospitality Committee
Recruitment campaign	Operations and marketing
Attendance to meeting	Executive
\$ generated/ strategic relationships	Executive and Operations
Attendance to meeting 2) Number of new business contacts resulting from it	Executive
Number of IVLP and FFS delegations' meetings with potential donors (businesses, foundations, major donors)	Program Team and Executive
Number of eblast with Community Partner events advertised	Communication
Baseline? Number of new individual members?	
Event evaluation tool in place	Operations

Total income from the event = \$50,000	Operations/ Executive and Event Committee
1) Total income generated by all events 2) Increase/ last year	Operations/ Executive and Event Committee
Number of attendees is 150 (5% increase)	Operations/ Executive and Event Committee
Calendar shared with Board and Team by (date)	Event Committee and Program
Calendar shared with Board and Team by (date)	Cultural Diplomacy Committee/ Operations and Executive
2 events/ year	Program and Executive Team
2/ year	Event Committee/Executive and Program
1) Number of applications to "larger" national and federal grants 2) Number of secured "larger" national and federal grants	Custom Programs
1) Attend the Global Ties US National Conference 2) Number and quality of programs 3) constant communication with NPAs, Global Ties and DOS	Program teams and Executive

<ul style="list-style-type: none"> 1) Number of IVLP visitors 2) Number of Custom Program visitors 3) \$ FFS Admin Fee generated 4) CPG amount 5) reciprocal exchanges 6) success stories 	Program Team
1) Number of tagged posts	Program teams and Communication
1) ED Meeting with representatives 2) number of delegations met with representations 3) Explore state funding	Executive and Program
Fundraising Plan by (date)	Fundraising Committee and Executive
<ul style="list-style-type: none"> 1) Monthly meetings 2) Progress reports 	Fundraising Committee and Executive
Job description with clear goals	Executive and Operations
% of fundraising goals reached	Fundraising Committee and Executive

Updated job descriptions for staff	Operations and Executive
HR matrix for functions and responsibilities	Operations and Executive
Matrix of responsibilities/ event	Operations
	Operations
	Operations
	Program Teams
	Program and Executive
Recruitment Plan based on needed skills & treasury	Executive Committee and Executive Director
	Board President and Executive Committee
	Board President and Executive Committee

Advisory Board recruitment and meeting	Advisory Board Chair and Executive Director
Amended bylaws	Board

More. Jim?

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Heidi? Natalie?