

# OCCD Strategic Plan

## **Strategic Plan Committees**

Secure Financial Sustainability

Bring Real Value to a Changing Membership

Create an Organizational / Staffing Structure to Meet New Demands

Expand and Capitalize on Partnerships

Branding & Marketing the Organization & Community Development

Develop an Advocacy and Policy Platform

# Secure Financial Sustainability and Breadth

- **Objective #1: Changes to Fee Structure**
  - Membership
  - Quarterly Meetings
  - Trainings
  - Other Services (Professional Development, State Credential for CDBG, Low Income Housing)
- **Objective #2: Grant Funding**
  - ODOD TA Grant
  - Service/Project Based Grant Funding

# Bring Real Value to Changing Membership

(OCCD to be Value Resource in the Community in Person and Online)

- Determine the most valuable professional development resources and requirements sought/valuable to present and future members
- Explore best model and methods to make the organization collective knowledge and experience available to members
  - Could include - Baseline Training / Forum / Welcome Wagon / Document Repository
- Support professional development and peer knowledge exchange / determine what expertise resides in the existing OCCD membership
  - Form Subject Matter Committees
- Develop a technical assistance curriculum or certification program
- Meeting format revamping

# Create Organizational and Staffing Structure to Meet New Demands

- **Staffing Task Force Outline**
  - Examine alternative approaches to building capacity and staffing
  - Recognize and respond to increased demand for staff time and specific types of expertise
  - Review and consider how board is organized and utilized
  - Consider augmenting staffing through use of low cost approaches

# Expand and Capitalize on Partnerships

- Analyze priority partnerships and recommend three (3)
- Identify opportunities to collaborate and share resources
- Develop strategies to strengthen relationships with HUD and ODOD

# Branding & Marketing Organization and Community Development

- **Increase Web Traffic**
  - Redesign and modernize website
  - Create forum
  - Funding Resources
  - Testimonials
- **Update Tag Line**
- **Increase Engagement**
  - Update Social Media
  - Posts
  - Potential Members
  - Engage with Sponsors

# Branding & Marketing Organization and Community Development

- Purpose of branding and marketing – grow membership and partnerships
- Update/Redesign the website by the end of the year – December, 2020 – to include a forum, funding resources, calendars, presentations, testimonials, and spotlight upcoming speakers, award winners
- Increase website hits – 10% increase in traffic
- Develop platform/campaign – defining value, ensuring methods, strengthening interconnectivity – heightening awareness of OCCD, increase attendance / membership
- Increase engagement with membership – at meetings, with membership, forum participation and social media posts/tags – Facebook / LinkedIn
- Update tag line on OCCD logo – “Honoring Our Past / Transforming The Future”
- Update mission statement on website

# Develop an Advocacy and Policy Platform

- Combined with Legislative Committee