

# RAYMOND COALITION FOR YOUTH

Strategic Plan 2008-2010

| Goals  | Rational   | Objectives   | Action Steps   | Responsible Person(s) | Time Frame | Status As of _____ |
|--|--|--|--|-----------------------|------------|--------------------|
| <b>Goal #1: Create an infrastructure to support sustainability</b> |  |  |  |                       |            |                    |
|  | <b>Rational:</b> By creating infrastructure the sustainability of RCFY will be secured |  |  |                       |            |                    |
|  |  | <b>Objective #1:</b> Ensure funding streams adequate to sustain and support RCFY activities  | <b>Action Step #1:</b> Continue writing grants and seeking support from various foundations. | Staff, BOD, partners  | On-going   |                    |
|  |  |  | <b>Action Step #2:</b> Collaborate with partners to share resources                          | Staff, BOD            | On-going   |                    |
|  |  | <b>Objective #2:</b> Continue to increase RCFY capacity through board and organizational development, including policies, procedures, roles, responsibilities and accountability | <b>Action Step #1:</b> Develop recruitment process   | Staff, BOD            | 9/2008     |                    |
|  |  |  | <b>Action Step #2:</b> Evaluate and update BOD manual  | Staff, BOD            | 6/2008     |                    |
|  |  |  | <b>Action Step #3:</b> Evaluate personnel policy and procedures                              | Staff, BOD            | 6/2008     |                    |
|  |  |  | <b>Action Step #4:</b> Continue BOD education and development                                | Staff, BOD            | On-going   |                    |
| <b>Goal #2: To increase RCFY involvement</b>                       |  |  |  |                       |            |                    |
|  | <b>Rational:</b> To share the responsibilities and continue the RCFY mission.          |  |  |                       |            |                    |
|  |  | <b>Objective #1:</b> Increase the number of youth who participate in RCFY activities   | <b>Action Step #1:</b> Recruit one youth BOD member and alternate                            | Staff                 | 10/2008    |                    |
|  |  |  | <b>Action Step #2:</b> Encourage youth to attend RCFY meetings                               | Staff                 | 10/2008    |                    |
|  |  |  | <b>Action Step #3:</b> Provide Programs and events of interest to youth                      | Staff, BOD            | On-going   |                    |

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| <b>Goal #2, continued: To increase RCFY involvement</b> |          |  |  |                        |            |                    |
|   |          | <b>Objective #1, continued:</b><br>Increase the number of youth who participate in RCFY activities       | <b>Action Step # 4:</b> Establish youth driven website development process   | Youth Action groups    | 12/08      |                    |
|   |          |  | <b>Action step # 5:</b> Support new initiatives identified and driven by youth involved with youth action/advisory | Youth Action groups    | On-going   |                    |
|   |          |  | <b>Action Step #6:</b> Develop a recruitment plan  | Staff, BOD             | 12/08      |                    |
|   |          | <b>Objective #2:</b><br>Increase diversity and membership in RCFY being sensitive to cultural competency | <b>Action Step #1:</b> Determine target populations: including all socio-economic groups                           | Staff, BOD             | 12/08      |                    |
|   |          |  | <b>Action Step #2:</b> Close gender gap  | Staff, BOD, membership | 12/08      |                    |
|   |          |  | <b>Action Step #3:</b> Create/implement a volunteer task list  | Staff, BOD             | 9/2008     |                    |
|   |          |  | <b>Action Step #4:</b> Involve members in decision making process and implemetation;encourage ownership            | Staff, BOD, membership | On-going   |                    |
|   |          | <b>Objective #3:</b><br>Engage membership in RCFY responsibilities                                       | <b>Action Step #1:</b> Assess membership strengths   | Staff, BOD, membership | 6/2008     |                    |

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| <b>Goal #3: To enhance and expand positive youth development by providing quality programs and services</b> |  |   |                          |                       |            |                    |
|   | <b>Rational:</b> By enhancing and expanding positive youth development we will increase protective factors and reduce risk factors |   |                          |                       |            |                    |
|   | <b>Objective #1:</b> Provide programs, events and activities that meet the needs of youth  | <b>Action Step #1:</b> Choose evidence based programming and complete evaluation of outcomes  | Staff, BOD               | On-going              |            |                    |
|   |  | <b>Action Step #2:</b> Educate BOD and Staff on the Asset-based Community Development model   | Steve & Cindy Desrosiers | Summer, 2008          |            |                    |
|   |  | <b>Action Step #3:</b> Offer presentation to community on Asset-based Community Development   | BOD and Staff            | Fall, 2008            |            |                    |
|   |  | <b>Action Step #4:</b> Incorporate the asset based community development model in program decisions   | Staff, BOD               | On-going              |            |                    |
|   |  | <b>Action Step #5:</b> Continue Suicide Prevention training with NAMI   | Sustainability Committee | 8/2008                |            |                    |
|   |  | <b>Action Step #6:</b> Continue to support the Student Assistance person at the high school (CFS-NH)  | Staff                    | On-going              |            |                    |
|   | <b>Objective #2:</b> To collaborate with Youth and Family serving organizations.   | <b>Action Step # 1:</b> Maintain partnership with membership such as: Seacoast Mental Health, RCYC, Child and Family Services, Big Brothers Big Sisters, Etc. | Staff                    | On going              |            |                    |
|   | <b>Objective #3:</b> To increase family based programming  | <b>Action Step # 1:</b> Investigate suitable family programming with the objective to adding one to two programs during planning cycle                        | Staff, BOD               | 11/08                 |            |                    |
|   |  | <b>Action Step #2:</b> Continue and Expand Family Fun Night   | Staff, BOD, Partners     | 2/09                  |            |                    |
|   |  | <b>Action Step # 3:</b> Continue monthly Parenting Series evening   | Staff, Partners          | 9/08                  |            |                    |

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| <b>Goal #3, continued: To enhance and expand positive youth development by providing quality programs and services</b> |   |   |   |   |                          |                    |
|  |   | <b>Objective #3, continued:</b><br>To increase family based programming | <b>Action Step # 4:</b> Continue Project Safeguard annually   | Staff, BOD, Partners, Youth Action groups | Jan., 2009<br>Jan., 2010 |                    |
|  |   |   | <b>Action Step # 5:</b> Continue the Boomerang Project  | Staff and Partners                        | On-going, bi-monthly     |                    |
|  |   |   | <b>Action Step # 6:</b> Conduct a Town Hall Alcohol Awareness meeting annually                      | Staff, BOD, Partners, Youth Action groups | Apr., 2009<br>Apr., 2010 |                    |
|  |   | <b>Objective #4:</b><br>Reduce substance abuse by youth                 | <b>Action Step #1:</b> Continue participation in SPF- SIG   | Staff, BOD                                | On-going                 |                    |
| <b>Goal #4: To promote the identity and activities of RCFY</b>   |   |   |   |   |                          |                    |
|  | <b>Rational:</b> More programs will be utilized if RCFY is seen as a resource to the community, thus more youth and families will be served |   |   |   |                          |                    |
|  |   | <b>Objective #1:</b><br>Maintain RCFY name recognition                  | <b>Action Step #1:</b> Educate the community on the distinction between Raymond Recreation and RCFY | Staff, BOD                                | On-going                 |                    |
|  |   |   | <b>Action Step #2:</b> Produce promotion and marketing materials                                    | Staff, BOD                                | On-going                 |                    |
|  |   |   | <b>Action Step #3:</b> Complete marketing plan  | BOD, consultant                           | 8/08                     |                    |
|  |   | <b>Objective #2</b><br>Expand community knowledge of RCFY activities    | <b>Action Step #1:</b> Explore recognition activities   | Outreach committee                        | On-going                 |                    |
|  |   |   | <b>Action Step # 2:</b> To create a monthly newsletter  | Staff, youth                              | On-going                 |                    |
|  |   |   | <b>Action Step #3:</b> Continue program announcements and recognition press releases                | Staff                                     | On-going                 |                    |

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| <b>Goal #5: To develop a process resulting in space that supports RCFY and community activities</b> |   |   |   |                                  |                                |                    |
|   | <b>Rational:</b> If youth have a safe place for activities they will be less likely to engage in risk taking behaviors. |   |   |                                  |                                |                    |
|   |   | <b>Objective #1:</b> To establish a long term home for RCFY in partnership with local public and private organizations. | <b>Action Step #1:</b> Conduct a needs assesment for a Community Center   | Staff, BOD, Partners             | 6/2009                         |                    |
|   |   |   | <b>Action Step #2:</b> Establish a process to identify short term actions | Staff, BOD, Partners             | 1/2010                         |                    |
|   |   |   | <b>Action Step #3:</b> Establish a Capital Campaign                       | Staff, BOD, recruit spokesperson | Framework complete by June '09 |                    |