

one voice for volusia

2010 strategic plan

Every year, One Voice for Volusia conducts a strategic planning session with coalition members which is ultimately reviewed and approved by the Board of Directors. The process is intentionally facilitated and has been a core function of the community coalition since its inception more than a decade ago. While the brainstorming sessions to create the one to three-year plan may change in its goals and action steps, the objective is clear: we will achieve what we set out to do if there is a plan guiding us. Of course, One Voice for Volusia is flexible as opportunities arise, but the strategic plan keeps us on track.

In 2009, the brainstorming session was conducted at the November coalition meeting and was interactive with 8 tables of 10 individuals (totaling almost 80 participants) who were asked to discuss the Plus', Minus' and Interesting factors as well as rank - by level of importance as a table - the internal and external functions of One Voice for Volusia. Now in our 10th year as a community coalition and 7th year receiving federal funding, it is important to determine what is most valuable to the community and the functions One Voice for Volusia has acquired, spearheaded or managed today and in the future.

How valuable these functions are to our members will guide the strategies for 2010 and over the next several years. Let's take a look:

Internal/Coalition Functions & Ranking of Importance		External Functions & Ranking of Importance	
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Internal/Coalition Functions & 2010 Goals

Meetings & Topics, Goals:

- Incorporate additional networking exercises into meetings semi-monthly.
- Continue to present timely topics, led by member critiques and feedback. Provide sufficient time for questions/answers following presentations. Keep presentations within specific timeframe – 20 minutes maximum for optimum attention.
- Continue to explore the best possible logistics for the meeting (i.e. room set up, use of audio system, how to efficiently conduct roundtable introductions, etc.)

Community Connector, Goals:

- Conduct demonstration of “how-to’s” (i.e. sign up as subscriber, complete online form, etc.) of Community Connector at regular coalition meeting.
- Establish links for the Community Connector archives for easy navigation and view on website both for subscribers and for staff.
- Explore funding to support Community Connector resource.
- Determine interest in expanding Community Connector messages to more prominently include Flagler County, working with Flagler Focus on Youth Coalition.

Websites, Goals:

- Continue to develop the newly re-designed One Voice for Volusia (www.ovfv.org) website for user-friendly navigation.
- Work with the Deltona Prevention Project partners in the expansion and marketing of the www.deltonaFORyou.org website, Deltona’s Family Online Resource.
- Continue to provide updated, fresh data as it becomes available on the Community Agenda Snapshot pages of the Community Agenda website, www.agendavf.org.
- Serve as support to other coalition efforts throughout the state by providing a website address and maintenance for the Florida Coalition Alliance (<http://flcoalitionalliance.org>) and the Community Coalition Alliance (www.coalitionalliance.org).
- Launch an improved 211live.org website in partnership with United Way’s First Call for Help/211. Schedule Community Connectors to remind agencies to update their program information in the database.

Member Development and Technical Assistance, Goals:

- Establish one-pager to be available at the Network Zone table at monthly coalition meetings of technical assistance provided by One Voice for Volusia staff to active members.

Internal/Coalition Functions & 2010 Goals, *continued*

- Schedule in-service member orientation quarterly to new and prospective members.
- Convene an ad hoc committee who would be willing to serve in an electronic capacity (i.e. email and telephone) to brainstorm and possibly incorporate new ways to engage new members. This committee would review the possible job roles identified at the November, 2009 coalition meeting and establish action steps in moving forward.

Speakers Resource Directory, Goals:

- Provide as online resource, maintaining own webpage (insert webpage) on One Voice for Volusia website. Forward to area civic groups, guidance counselors and other groups as identified electronically by August annually.
- Incorporate updates/changes to the Directory by announcing on the Community Connector at least twice annually.
- Formally request updates to the directory to members in June annually to be updated by the end of July annually.
- Search for other speakers' groups and add links/information to webpage.

External Functions & 2010 Goals

Facilitation of Other Groups, Goals:

- Provide regular updates at coalition meetings the status of these efforts.
- Offer via the Network Zone the opportunity for assistance from One Voice for Volusia (as resources are available) to multi-agency groups/efforts desiring to work more collaborately.

Community Agenda, Goals:

- Provide regular updates at coalition meetings on the status of these efforts.
- Convene the Community Agenda Steering Committee at least 3 times.
- Convene the Community Agenda Snapshot Review Committee as needed.
- Publish the 2010 **Community Agenda Snapshot** Report.
- Promote utilization of the Community Agenda Web Site (www.agendavf.org).

External Functions & 2010 Goals, *continued*

Connecting the Faith Community, Goals:

- Identify an issue, reached by consensus, to address within current Connecting the Faith Community ad hoc committee to enhance awareness of connecting to social services among the faith-based community.
- Convene the Connecting the Faith Community at least twice annually.
- Identify all the efforts in place that are working to connect with the faith community. Explore opportunities to collaborate.

Underage Drinking Prevention (Deltona Prevention Project), Goals:

- Provide regular updates at coalition meetings the status of these efforts.
- Continue to complete successfully all action steps from the Comprehensive Community Action Plan for the Deltona Prevention Project through the project timeframe, ending May, 2010. Action steps include:
 - Marketing the www.deltonaforyou.org and expanding content to extend beyond the life of the project, through the end of 2010. Marketing will include the distribution of promotional materials and working with Project partners to assist in distribution via community events.
 - Translate the www.deltonaforyou.org website as well as translate current marketing materials into Spanish.
 - Conduct monthly meetings through May, 2010 featuring monthly topics and exercise to build foundation and rapport among members. Conduct post-focus groups to evaluate the project efforts and identify sustainable elements of the project.
 - Develop prevention-driven toolkits aimed to parents and the faith community in Deltona.
 - Incorporate goals the Engaging Youth Initiative (EYI) model into action plan of the Deltona Prevention Project, having partners serve in an advisory role to the EYI project which aims to provide Deltona teens with an organized youth leadership opportunity to impact underage drinking in their community by identifying youth-serving agencies that are interested in facilitating a youth leadership effort and providing youth leadership facilitator training to interested agencies.

Health & Human Services Summit, Goals:

- Explore funding to conduct annual Health and Human Service Summit, a tradeshow of social services professionals.
- If funding is secured, market to attract at least 75 provider agencies, and 500 community participants.
- Enhance marketing efforts of event to include press releases, PSA's and other public relations functions for this annual event.

To view the complete outcomes of the November coalition meeting brainstorming session, please contact staff by (386) 947-8301 or emailing deborah@ovfv.org.