

Macon Program for Progress

Strategic Plan 2010-2015

MISSION

The mission of Macon Program for Progress is to increase self-reliance and improve the quality of life for individuals and families in Macon County.

GUIDING PRINCIPLES

- We value caring. We believe in helping others find hope and success.
- We value integrity. We are committed and fully accountable to our clients, funding agencies, and community partners.
- We value knowledge and experience. We believe that learning is an ongoing process for our staff, clients, and community.
- We value professionalism. We demonstrate the highest quality of organization and accountability throughout our agency.

STRATEGIC AREAS, GOALS & OBJECTIVES

Strategic Area: CHILD CARE

Goal: *We envision a community where families seeking child care find affordable, high quality care.*

Objectives:

1. Increase infant/toddler child care capacity.
2. Offer after-school program for 10-14 year-olds.
3. Offer private pay child care for business partners and the general public.
4. Partner with private child care facilities to offer consulting on NC star-rated licensing process.

Strategic Area: HOUSING

Goal: *We envision a community where adequate affordable, quality housing is available for the citizens of Macon County.*

Objectives:

1. Explore partnerships with other housing providers.
2. Assess the community need for emergency short-term housing.
3. Seek all expansion opportunities available through HUD.

Strategic Area: FUNDING

Goal: *We envision an organization with sufficient financial resources to sustain all needed programs.*

Objectives:

1. Establish a staff position for fund-raising and development.
2. Focus on local targets for funding, including private donations.
3. Expand private pay services and seek mission-compatible consulting opportunities.
4. Assess the feasibility of an endowment fund.
5. Embark on a capital campaign.

Strategic Area: COMMUNICATION

External Communication

Goal: *We envision a community that understands the services that MPP provides and the benefits derived from them.*

Objectives:

1. Publish an Annual Report on MPP's activities and results.
2. Update and expand MPP website.
3. Conduct periodic personal contact with stakeholders.
4. Send press releases to local media outlets on at least a quarterly basis to ensure media coverage of MPP programs and activities.
5. Publish MPP updates in church bulletins (i.e. calls for volunteers).
6. Update informational speech on MPP and offer to local civic clubs.

Internal Communication

Goal: *We envision an organization with a staff and Board of Directors who understand and respect each other's roles and responsibilities.*

Objectives:

1. Publish an internal newsletter for Board and staff every other month.
2. Update orientation and manual for Board of Directors.
3. Develop employee email and website.
4. Hold quarterly Lunch & Learn workshops for Board and staff.
5. Conduct annual general meeting for staff and Board.

Strategic Area: FUNDING

Goal: *We envision an organization with sufficient financial resources to sustain all needed programs.*

Objectives:

1. Establish a staff position for fund-raising and development.
2. Focus on local targets for funding, including private donations.
3. Expand private pay services and seek mission-compatible consulting opportunities.
4. Assess the feasibility of an endowment fund.
5. Embark on a capital campaign.

Strategic Area: FACILITIES

Goal: *We envision an organization that provides ample space for the agency's programs, clients, community, and staff.*

Objectives:

1. Explore facility partnerships with other organizations (i.e. churches).
2. Conduct a facility use study, including an assessment of facility compliance with regulatory statutes.
3. Build or purchase/renovate a new building to address needs for child care and administration.