



## **Strategic Plan 2020 - 2025**

Communities In Schools  
of Northwest Michigan

**Mission:**

The mission of Communities In Schools of CIS of Northwest Michigan is to surround students with a community of support, empowering them to stay in school and achieve in life.

**Vision:**

Every child receives supports/resources that amplifies their power to be successful daily and reach their full potential.

**Long Term Goals:**

1. Build and strengthen the leadership of the organization to support our mission.
2. Expand the CIS Model to schools/communities in the CIS of Northwest Michigan geographic area to increase the number of students served.
3. Secure financial resources to ensure sustainability for the CIS Model in the schools/communities served.

Approved by Board on: \_\_\_\_\_<<DATE>>\_\_\_\_\_

## Goal

Build and strengthen the leadership of the organization to support our mission.

## Strategy

- Develop and conduct a process to assess board composition and identify needs/gaps
- Develop and conduct board recruitment and nomination process
- Develop and conduct board orientation and ongoing leadership development
- Review and revise board roles and responsibilities annually
- Conduct annual board self-evaluation
- Conduct annual evaluation for Executive Director
- Develop and conduct organizational capacity assessment bi-annually
- Maintain recognition as organization for educational success (National CIS Accreditation)

Fundraising Needed?

## Goal

Expand the CIS Model to schools/communities in the CIS of Northwest Michigan geographic area to increase the number of students served.

## Strategy

- Identify potential schools/communities for expansion efforts
- Develop planning tools for expansion process (i.e. school/community data, communication plan, funding, etc.)
- Conduct planning for targeted schools/communities
- Develop implementation tools for expansion process (i.e. timeline, communication plan, etc.)
- Conduct expansion implementation
- Develop and conduct annual assessment of expansion efforts

Fundraising Needed?

## Goal

Secure financial resources to ensure sustainability for the CIS Model in the schools/communities served.

## Strategy

- Create Fund Development Committee and schedule regular meetings
- Develop Fund Development Plan
- Review and revise Fund Development Plan annually

Fundraising Needed?

**Relationship Assessment:**

Describe your relationships with the following groups of stakeholders. Identify any strengths and gaps. On the following page, you will develop a plan for engaging and cultivating new and current relationships.

**Legislators:**

Current relationships: None

Desired relationships: Local representatives

Strengths:

Gaps:

**Funders:**

Current relationships: Rotary Charities of Traverse City, United Way of Northwest Michigan, school districts, Department of Health and Human Services

Desired relationships: Intermediate School Districts, Individual donors, other local and state funding sources

Strengths: Multiple funding sources

Gaps: Grant funding is not sustainable long-term – need to secure sustainable funding

**Local and State Officials:**

Current relationships: Village/Township of Mancelona, Community Resource Development, Bellaire Chamber of Commerce Foundation

Desired relationships: Local Chambers of Commerce and community groups

Strengths:

Gaps:

**School District Leadership:**

Current relationships: Mancelona Public Schools, Kalkaska Public Schools, Central Lake Public Schools, East Jordan Public Schools, Ellsworth Community School, and Suttons Bay Public Schools

Desired relationships: Traverse Bay Intermediate School District, Char-Em Intermediate School District, additional schools within geographic region

Strengths: Established relationships through participation as representative in multiple community stakeholder groups.

Gaps: Connection with top decision makers

### Relationship Building Plan:

Complete the table below to establish a plan for engaging stakeholders. Use the relationship assessment on the previous page to identify which relationships should be cultivated.

Stakeholder	Engagement Activities			
<i>List the name of the legislator, funder, local or state official, school district leader, etc.</i>	<b>Existing Status</b>	<i>List the status of your relationship: Current Desired</i>	<b>Influence or Benefit</b>	<i>Identify what this relationship is doing for the CIS or could do in the future</i>
	<b>Engage and Cultivate</b>	<ul style="list-style-type: none"> <li>• Describe how you intend to strengthen existing relationships or engage new stakeholders.</li> <li>• Who among your board/staff/existing stakeholders has a connection with this existing or desired stakeholder?</li> </ul>		
	<b>Existing Status</b>		<b>Influence or Benefit</b>	
	<b>Engage and Cultivate</b>			
	<b>Existing Status</b>		<b>Influence or Benefit</b>	
	<b>Engage and Cultivate</b>			
	<b>Existing Status</b>		<b>Influence or Benefit</b>	
	<b>Engage and Cultivate</b>			
	<b>Existing Status</b>		<b>Influence or Benefit</b>	
	<b>Engage and Cultivate</b>			