

Headwaters Communities in Action

Strategic Action Plan

Prepared June 2017

Focus Area I: *Credible Community Agent*

Objective/Goal
GOAL 1: Promote Achievement: Connect results from the work, both past and present, to CWB and achievement of the Vision, to demonstrate community impact.
GOAL 2: Demonstrate Expertise, Knowledge, Experience and Connections: Be recognised as the regions experts in gathering, analysing, and presenting meaningful CWB data, for identifying CWB gaps and opportunities, and formulating appropriate actions and partnerships.
GOAL 3: Model best and or promising practices: Perform the work utilizing/ being informed by best and or promising practise in the field of collective impact and community well being.
GOAL 4: Provide accountability: Account for activity, money and other entrusted property, accept responsibility, and disclose the results in a transparent manner.

Focus Area II: *Strong Community Connector*

Objective/Goal
GOAL 1: Engage a diversity of individuals and organisations for each HCIA project: Map community needs to participants, to initiatives/ needs and pursue their involvement.
GOAL 2: Build and nurture strong relationships and partnerships across the community: Plan relationship and partnership retention and development.
GOAL 3: Retain and grow outreach via multiple channels: Investigate and determine best approach / delivery channels / frequency etc. for connecting with identified audiences.

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Focus Area III: *Sustainable Organization*

Objective/Goal
GOAL 1: Distinguish and market organizational identity: Tell the story of HCIA through the V, M, V being deliberate with HCIA's look (branding) and messaging of V, M, V.
GOAL 2: Attract and maintain community leaders: Establish a profile and recruitment process for human resources required to staff and volunteer manage the organization.
GOAL 3: Develop an annual operational plan: Chart out the work with quantifiable, time-lined objectives for all goals, along with benchmarks to measure progress toward achieving objectives.
GOAL 4: Create a sustainable funding framework: Establish funding necessary to conduct annual operational plans and fulfill long-range strategic plans.