

2004-2007 Strategic Work Plan

PLAN	STRATEGY	JULY 2004 - DECEMBER 2005 RESULTS
I.a.1.	<i>Produce a report on issues of poverty</i>	Updated information has been gathered. An additional poverty issue related to children has been added. Report will be printed February 2006.
I.a.2.	<i>Create external communication / education materials</i>	Updated poverty PowerPoints, creating second version based on \$10 per hour wage. Produced Employer Resource Guide. Incorporated economics of poverty message into annual report. Launched new Community Action website (www.communityaction4u.org) and expanded it to include a poverty page specific to Washington County.
I.b.1.	<i>Expand homeless services with a focus on singles, youth, and employment.</i>	Successfully advocated for new funds from HUD to support a shelter for mentally ill/chronic homeless singles run by Luke-dorf. The rehabilitation of a facility is currently under way. Actively supported an application by Boys & Girls Aid for a HUD grant to start a youth shelter; it was denied. Partnered with DHS, Lifeworks, and PCC to provide employment, mental health and housing services to people who are unemployed and homeless.
I.b.2.	<i>Expand Information and Referral through involvement in the 211 Info partnership.</i>	Partnered with 211Info to create a single, comprehensive database of information to provide referrals to callers, expanding resources by 113% (681 - 1450). Phone service launched.
I.b.3.	<i>Advocate for increased partners' commitment to Opening Doors.</i>	Two of five health care partners have increased their annual contribution by a total of \$12,500. An outside evaluation by Tuality and Providence is being prepared.

2004-2007 Strategic Work Plan

PLAN	STRATEGY	JULY 2004 - DECEMBER 2005 RESULTS
II.a.1.	<i>Implement comprehensive communication plan that integrates fundraising, program services and poverty education.</i>	Communications plan complete and adopted by Resource Development Committee. Distributed 150 copies "When Working is Not Enough". Educated 1,157 community residents about the causes and consequences of poverty via public speaking. Updated tax report (990), integrating program outcomes, poverty education and strategic directions. Produced a Public Services Announcement (PSA) for Cable T.V.
II.a.2.	<i>Develop and implement a 40th anniversary campaign and begin implementation.</i>	Cash flow restrictions limited the campaign to low-cost activities. Postponed advertising and video project. Added "celebrating 40 years of service" on all agency publications and incorporated anniversary message at all fundraising events. Held public event at the Beaverton Round with a focus on Head Start.
II.b.1.	<i>Explore co-marketing strategies that would increase unrestricted cash.</i>	Entered into co-marketing agreements with three entities. New Seasons Market contributes about \$400 monthly to our shelter home. "Do The Math" and Envada are too new to show results yet.
II.b.2.	<i>Lead efforts to increase stable sources of funding for affordable, accessible and quality child care.</i>	Participated on a state-wide Child Care/ Head Start work group that advocates to increase rate paid to child care providers, reduce parent co-pays, strengthen Head Start/Child Care partnerships. Worked in partnership with DHS to ensure that income eligible families have access to child care subsidy. Through Child Care Resource & Referral advocated to improve child care funding & increased quality of child care by offering training and technical assistance.

2004-2007 Strategic Work Plan

PLAN	STRATEGY	JULY 2004 - DECEMBER 2005 RESULTS
II.b.3.	<i>Develop the body of knowledge needed to pursue income-producing strategies.</i>	Attended two national training seminars that included workshops on producing income. One focused on taxes & the other on models. Exploring Charitable Gift Annuities and fee-based services.
II.b.4	Board members apply specific areas of interest to contribute expertise and help identify sources of unrestricted funds.	New for 06-07
II.c.1.	<i>Equip faith-based organizations with the information and tools needed to address poverty locally.</i>	Distributed poverty PowerPoint to faith groups. Targeted representatives from faith groups for fundraising lunch to raise awareness. Key presenter at the Inter Religious Action Network conference.
II.c.2.	<i>Formalize and strengthen partnerships with Department of Human Services (DHS) and school districts.</i>	School districts: Updated facility use agreements except Beaverton, which needs revision but remains in effect. DHS: Revised and renewed our employment related Child Care contract which pays for full day Head Start services. Developed a Memorandum of Understanding that provides payment for children referred by Child Welfare to be enrolled in Head Start. As part of a collaboration (Family Partners), Head Start and Child Welfare Services staff traveled together to Washington DC. Child Care Resource & Referral: renewed contract with DHS to connect families with quality care and started meeting monthly with DHS Leadership and started attending quarterly case managers meetings at each branch office.

2004-2007 Strategic Work Plan

PLAN	STRATEGY	JULY 2004 - DECEMBER 2005 RESULTS
II.d.1.	Review Community Action's programs and opportunities to determine sustainability and future directions.	New for 06-07
III.a.1.	<i>Create and distribute regular electronic communication on relevant poverty issues.</i>	Launched one edition of e-news to 600 constituents and a new website which is updated daily. Our poverty page received 800 hits and homepage received 9,000 hits.
III.a.2.	<i>Build and maintain a library of poverty information and resources.</i>	Have assembled & begun to organize resource material. Established a resource notebook for grant writing and identified poverty data to utilize for consistency.
III.b.1.	<i>Organize a public education team of board and staff to create effective outreach strategies.</i>	The public education team consisted primarily of the Executive Director & Development Director. Have identified thirteen Board members interested in public speaking, four of them spoke on Community Action's behalf.
III.b.2.	Increase Board members' understanding of poverty issues, agency programs and community needs, to strengthen their effectiveness in sharing Community Action's messages.	New for 06-07

2004-2007 Strategic Work Plan

PLAN	STRATEGY	JULY 2004 - DECEMBER 2005 RESULTS
III.c.1.	<i>Identify and pursue 6 key forums; help shape their agenda to include issues of poverty.</i>	Helped shape the agendas of the first Economic Livability for All Summit geared to business community, the Westside Economic Alliance 2004 & 2005 Annual Meetings, and the Inter Religious Action Network's Annual Conference. Presented poverty information at all. Incorporated economic message into United Way outreach.
III.c.2.	<i>Support implementation of the "I Give Where I Live" campaign.</i>	Launched <i>I Give Where I Live</i> web-site. Community Action has received one major gift. Community Newspapers published holiday giving guides in 2004 & 2005. Vision Action Network agreed to provide fiscal services.
III.d.1.	<i>Lead efforts to provide Head Start opportunities for all eligible children in the county.</i>	Improved enrollment and wait list tracking to give accurate counts of children waiting, cumulative children served, and actual enrollment in Head Start. Provided support to OCDC expansion request. Developed Interagency Agreement with OCDC to ensure families can easily transfer between programs.
III.d.2.	<i>Actively support efforts to pass the County Safety Levy for sustainable funding of homeless shelters and 211.</i>	Our offer of help to promote the Levy was not utilized. The Levy was put before the voters in Nov. 2004 and failed. We are promoting the 2006 Levy with a coalition of homeless service providers.
IV.a.1.	Seek a partnership with the county to help address Community Action building issues.	New for 06-07

2004-2007 Strategic Work Plan

PLAN	STRATEGY	JULY 2004 - DECEMBER 2005 RESULTS
IV.b.1.	Create an integrated plan for technology that addresses agency wide and program level needs to be included in the 2007-10 Strategic Plan.	New for 06-07
IV.c.1.	Bring closure to the building law suit and finalize deficit elimination plan.	New for 06-07
IV.d.1.	Create a plan for total compensation that attracts and retains qualified employees and maintains market pay while controlling benefit costs. Include in the 2007-10 Strategic Plan.	New for 06-07
IV.d.2.	Develop a succession plan to be included in the 2007-10 Strategic Plan.	New for 06-07