

**Operational Plan
Treasure Coast Coordination Coalition
Marketing and Membership Committee
2007 – 2008**

Organizational Priority – Number One

We believe that the Treasure Coast Coordination Coalition (TC3) is the premier agency to be the convener and connector in our multi-county area for both the counties we serve and our member agencies. We believe we are the leader to bring together agencies when multi-county/multi-agency solutions are required. In addition, we can assist in bringing additional dollars into our community by providing the support for grants where collaboration and/or a panel of various agencies is required for the grant applications process.

- Strategic Initiative #1 -- Increase membership in the four county area.
- Strategic Initiative #2 -- Explore membership outside four counties (i.e. Brevard, Palm Beach County)
- Strategic Initiative #3 – Review which committees continue to be relevant to the implementation of the strategic plan; implement accordingly.

Objective 1: To identify and recruit individuals with marketing and public relations expertise for the Marketing/Membership Committee; We first and foremost need to recruit a Chair for the Committee. (Strategic Initiative #1)

Responsibility: Executive Committee for search for Chair, Marketing/Membership Committee once the Chair is recruited

Date: July 2007

Objective 2: To conduct an analysis of the agencies in the Treasure Coast area to see which ones have not joined TC3; possibly look at purchasing non-profit mailing (through the department of agriculture); or look at what agencies are in the Where to Turn and are not currently part of our membership (Strategic Initiative #1)

Responsibility: Marketing/Membership Committee

Date: August 2008

Objective 3: To contact the unpaid memberships (currently 29) and ask them to pay. If they don't want to re-join, ask why so we can gather information for future decisions around recruiting and retaining members (Strategic Initiative #1)

Responsibility: Marketing/Membership Committee

Date: October 2007 (after the Summit and we see who has renewed their membership through the Summit)

Organizational Priority—Number Two

We believe in maintaining a legislative presence in the community and in seeking nonpartisan support for our issues and issues that affect our member agencies. The Treasure Coast Coordination Coalition is committed to a non-partisan stance. While we are unrelenting in our non-partisanship, we stand firm in our organizational vision to advocate on behalf of our issues.

- Strategic Initiative #1—We will assume a leadership role in defining public policy issues at the state and local levels. We will educate legislative, executive and judicial branches of government to protect and advance our member agencies issues and priorities as defined in the Legislative Summit.
- Strategic Initiative #2—Determine how to maximize the name recognition established by TC3 through the Legislative Summit.

Objective 1: To ensure promotion of membership at the Legislative Summit. (Strategic Initiative #1)

Responsibility: Legislative Committee, Marketing/Membership Committee

Date: September 2007

Objective 2: To use the website for various activities such as registering for the Summit and paying for membership. Need to check out the logistics of setting up a paypal account (Strategic Initiative #2)

Responsibility: Chad Collins for website function; Caren Belowch to check on WFDB setting up a paypal account.

Date: July 2007

Objective 3: To look at developing a new logo; possibly focusing on the advocacy arm of TC3 (Strategic Initiative #2)

Responsibility: Executive Committee

Date: December 2007

Organizational Priority—Number Three

We believe ourselves to be a natural support/vehicle for ongoing communications and multi-agency collaboration to ensure that quality, up-to-date information regarding community resources is available to both professionals and those in need of health and human service assistance.

- Strategic Initiative #1—Re-visit the role of the 1st Stops
- Strategic Initiative #2-- Re-visit the role of the Where to Turn Directory including reviewing how many communities have managed similar information referral resources; especially how it interrelates to Organizational Priority #4.

Objective 1: To develop, implement, and host a TC3 website (Strategic Initiative #2)

Responsibility: Marketing/Membership Committee

Date: July 2007

Objective 2: To determine the cost to further develop and host the website (Strategic Initiative #2)

Responsibility: Executive Committee

Date: July 2007

Objective 3: To Update the TC3 brochure (Strategic Initiative #2)

Responsibility: Marketing/Membership Committee

Date: August 2007

Objective 6: To add in a member highlight monthly on the website (like a pop up) (Strategic Initiative #2)

Responsibility: Marketing/Membership Committee

Date: December 2007

Organizational Priority—Number 4

*** To promote continued fiscal integrity through varied and diverse funding sources.**

*Strategic Initiative #1—Determine baseline for financial sustainability of the agency.

*Strategic Initiative #2—Determine how (and if) we want to staff the agency: or if we want to continue as an exclusive volunteer driven agency; review fiscal implications of each strategy.

Strategic Initiative #3—Determine how we want to fiscally operate: i.e. Do we want to contract out the fiscal piece; apply for 501 c-3 status; only undertake business opportunities that will break even and/or make money (i.e. Where to Turn Directory).

Objective 1: Assess whether membership dues will be a viable source of income for TC3; determine what we will need to provide members if we increase dues; make changes based on that assessment. (Strategic Initiative #2)

Responsibility: Executive Committee and Marketing/Membership Committee

Date: March 2008

Objective 2: Determine ways to utilize the Where to Turn Directory to promote TC3 resulting in increased membership.

Responsibility: Marketing and Membership Committee

Date: December 2007

Organizational Priority—Number 5

***We are committed to organizational excellence with the goal of establishing and maintaining respected benchmarks of professional practices, and using innovation and creativity in identifying and solving problems. In addition, we believe in verification of quality and quantity of services and organizational improvement efforts.**

- Strategic Initiative #1—Plan Yearly to review/revise the operational plan. Plan at a minimum to have one retreat for the leadership of TC3. Plan to review the Strategic Plan in a minimum of 3 years, maximum 5 years.

Objective 1: Create a vehicle, such as a satisfaction survey, to receive feedback at a minimum every other year from the membership. (Strategic Initiative #1)

Responsibility: Marketing/Membership Committees

Date: Completed for this year; executive committee determined that every other year is acceptable.

Objective 2: To yearly or every other year review/revise the operational plan for the Marketing and Membership Committee.

Responsibility: Marketing/Membership Committee

Date: May of 2007 for July 07 – June 08 year

Objective 3: To highlight successes through an annual report to the Executive Committee that cross references the operational plan with the accomplishments.

Responsibility: Marketing/Membership Committee Chair

Date: June 2007