

Strategic Planning October 12, 2017

TEAM	LAUNCH	NOW-NOV	DEC	JAN	FEB	MAR	APR-SEPT	1 YR SUCCESS
<u>Funding</u> Mary Smith Linda Greensfelder* Tammy Greenwell	Recruit Committed Team 4-5 people (Funding)	Create funding strategy & identify funding streams (Research similar regional funding sources)*BEN (Explore coalition partnerships (FHN) for sustainability)	Choose strategies and create continued timeline	Work Write Ask *MICHELE (Request funding from PCCF for full-time Buffy)	Work Write Ask (Pursue county funding and support)	Work Write Ask (Seek Duke Endowment money for Rural Health)	Work Write Ask	Paid E.D.
<u>Community</u> Kathy Woodham* Jerry Stensland Jimmi Buell	Communitcate our purpose and message	Create 1 Communication Strategy Create Elevator Speech	Create Catchy phrase	Produce monthly newsletter (Update and distribute PF3 brochure with clear vision stated)	Create PF3 Speakers Bureau	Establish a strong, more diverse online presence	Expand media and audience via alternative channels	Public Recognition of PF3 mission
<u>Org./ Board Development</u> Ben Ellington Anne Britton*	Recruit 4 new board members between Dec-Mar		Revise Board Packet	Orient New board members and officers		15 member board Revision Board Packet Succession Plan dependant on funding		
<u>Maintain Community Engagement & Momentum</u> Buffy Ashmore* Lisa McAlpine Basil	Email COPE Alumni/ Establish focus group	Email H2H Trainees/ focus group	Find a Champion within the community					Sunnyview census collected via personal interviews

Relationship & Coalition Building

Judy Long
Becky Brodar*

Develop Cross Training within PF3 on listening skills

Gain Skills 4 listening to community

Develop listening session: 1st questions and prompts. Needs, gaps, resources

Hold listening sessions quarterly.
1- Pop-up Community
2-Healthfairs
3- County store parking lots
4- Churches
*JIMMI, BECKY
BRODAR, JUDY LONG
OR TFC DELEGATE.

Encourage involvement by holding quarterly "listening" sessions.

Collect data to identify gaps in resources for wellness/health

Listened to 100-150 vulnerable Polk County Citizens.

Recruitment & Outreach

Kim McDonald
Michele Trofatter*

Joint meeting with Student Advisory Council at PCHS

Grow youth engagement thru school system.

Personally invite new youth person to PF3 meeting

Create PF3 Club at school

Youth Engagement in PF3 Work Group.