

STRATEGIC PLAN

HIGH-LEVEL OUTREACH GAME PLAN

AUGUST – DECEMBER 2020

8.20.20



TAHOE DONNERSM

WHY STRATEGIC PLAN + GOALS

The **purpose** of **strategic planning** is to set overall goals Tahoe Donner and to develop a **plan** to achieve them. It involves stepping back from your day-to-day operations and asking where your business is headed and what its priorities should be.

The **goal** is to take a critical look at what fundamental issues need to be addressed, where we want to be as an organization in 5 years and build a plan to grow a stronger organization in that time. A plan is a roadmap – it can change – but changes are deliberate, not accidental.

STRATEGIC PLAN OUTREACH INITIATIVES + CONTRIBUTORS DRAFT



TAHOE DONNER™

4 PILLARS OF INPUT AND DIRECTION

MEMBER INPUT

- Member Survey
- Member Zoom Workshops
- Published results on web portal and emailed to membership

STAFF INPUT

- Staff Survey
- Staff director work sessions
- Published results on web portal and emailed to membership

COMMITTEE + PARTNER INPUT

- Committees + Partner Survey
- Published results on web portal and emailed to membership

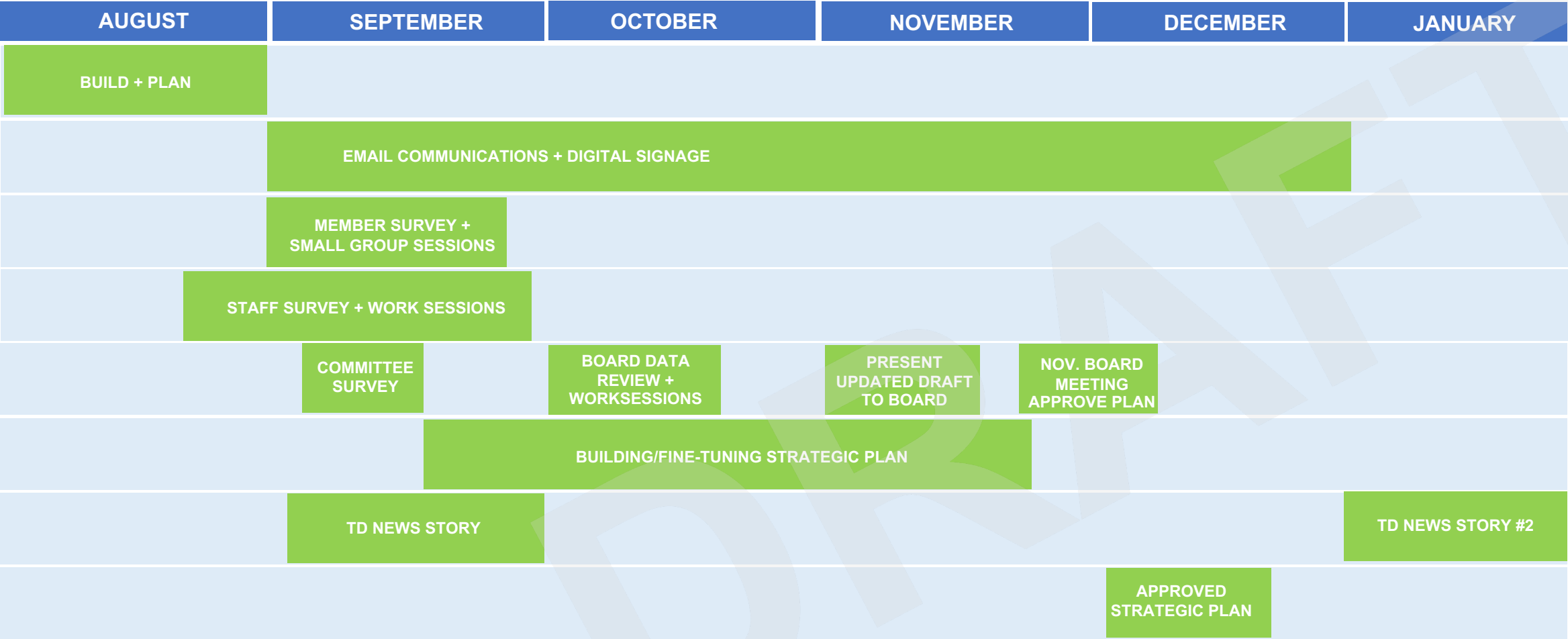
BOARD INPUT

Work Sessions

- Receive and review all survey data and feedback
- Receive all staff info
- Provide direction to through 2 workshops



HIGH LEVEL ROADMAP - DRAFT



KEY DATES DRAFT

CHANNEL	SPECIFICS
TD News Article #1—Strategic Plan – why, how to give feedback, timeline	Content Due 8/15 Published 9/1
TD Staff Working Session	8/20
Web Portal live – about, feedback form, key dates, documents	8/24
Board Meeting Presentation by GM	8/28
Dedicated Email from David – overview, important and zoom meeting invite	8/31
Staff Survey Live	9/1
Member Survey live	9/1-9/15 (reminder to non complete members sent 9/9)
Committee/Partner Survey	9/3-9/10
Member Zoom Feedback meetings	9/16 10am, 9/17 4:30pm
Dedicated Member Email w/ published feedback and updated timeline	10/12
Board workshop #1 – data review and feedback on draft plan	10/13 - tentative
Board workshop #2 – adjusted plan based on feedback and potential approval	11/5 - tentative
November Board Meeting – Review and Approval Plan (if needed)	11/20
TD News Story #2 – final plan and adoption	Content Due 12/15 Published 1/1
Updating web site, included in weekly email, digital signage	ongoing

THANK YOU



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