

Longfellow Community Council

3 Year Strategic Plan 2024-2026

Mission Statement: The mission of the Longfellow Community Council is to improve the well-being of our diverse community through engagement, involvement and empowerment.

Vision Statement: TBD

| Priority | Goals | Organizational Considerations | Tactics | Measurable Outcomes |
|---------------------|--|--|---|---|
| Provide information | <ol style="list-style-type: none"> Increase recognition and awareness of LCC across Greater Longfellow, with a focus on outreach to historically underrepresented communities (renters, low-income households, and communities of color) Be a trusted and consistent source of community information and reliable source of technical assistance Effectively distill, organize, and distribute information for the community ensuring the use of multiple platforms to reach varying demographics Deepen our understanding of community needs Utilize community partners to expand programming and outreach while building our organization's brand | <ol style="list-style-type: none"> LCC is not a direct service provider Staff capacity: Three total current staff - Executive Director, Communications Manager and Community Organizer. Staffing levels will decrease after this strategic plan cycle Volunteer capacity: Board members, committee members, working groups, volunteer leaders, general volunteers Current budget funds available Conduct yearly survey of staff and volunteers to determine special skills (e.g. languages, fundraising experience) Collaborations and partnerships with area organizations and groups | <ol style="list-style-type: none"> Continue historic level of programs/ events Organize programs or events specifically aimed to engage identified underrepresented community Growth of Building Ambassador program Engagement/ organization of Block Clubs Growth of a consistent/reliable volunteer network Build partnerships with area schools Growth of partnerships with area organizations and groups Determine possibilities for increased signage across community promoting LCC and identifying greater Longfellow Attempt to 'meet community where they are at' – office hours at community locations to gather information on material needs of community Community surveys to evaluate & improve communication and deepen our understanding of community needs | <ol style="list-style-type: none"> Host 24 events and clean-ups Organize one program or event targeted specifically to each identified underrepresented community Connect and train 5 Building Ambassadors Host 2 Block Club gatherings and determine communication structure to best share information and retain engagement Regular outreach to 3 area schools Maintain detailed contact sheet for partner organizations, add 10 new groups, and regularly send updates and shareable content Detail 3 options for LCC signage across community Increase of newsletter and social media followers by 5% Conduct one community survey 100 people receiving volunteer email with 10% regularly signing up for volunteer opportunities |

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| | | | | <p>11. Monthly community office hours</p> <p>12. Maintain bi-weekly newsletter; monthly flyering & area newspaper content; frequent social sharing and website updates</p> <p>13. Connect with 6 tenant/renter-focused orgs to discuss future partnerships/programming</p> |
| <p>Advocate for residents needs/Be a connection between residents and decision makers</p> | <ol style="list-style-type: none"> 1. Increased responsiveness/advocacy to the needs of community members, especially vulnerable populations (ex. Elderly, unhoused, food insecure). 2. Continuous improvement of communication channels between LCC and community members, especially vulnerable populations 3. Increased trust between LCC and community members, especially vulnerable populations 4. Facilitate grassroots, direct, participatory democracy at the neighborhood level 5. Be a collective voice advocating for all of greater Longfellow to government and decision makers | <ol style="list-style-type: none"> 1. Ability to provide materials in multiple languages and accessible formats 2. Capacity for LCC to create their own events and programs 3. Capacity for the number of events and programs of outside organizations that LCC can sponsor or support 4. Determine the partnerships that need to be prioritized to best advocate for residents 5. Actions needed to build trust with the most vulnerable populations of the community | <ol style="list-style-type: none"> 1. Determine a format to host an annual listening session to review existing work and outcomes, then set advocacy focus area(s) for the following year 2. Meet with organizations supporting our most vulnerable communities to determine best practices for outreach and trust building 3. Hold three “people to power” meetings or events 4. Host annual Legislative Update event with Council Members, State Representative, State Senator and County Commissioner to share updates and hear from community | <ol style="list-style-type: none"> 1. Set date and outline promotion and agenda for 2025 Annual Listening Session 2. Conduct five 1-1’s with organizations serving our most vulnerable communities 3. Outline of engagement plan to put in place starting 2025 to reach those vulnerable communities 4. Collect data and evaluation from the 3 “people to power” meetings/events and share with the wider community 5. Collect data and evaluation from the Legislative Update event and share with the wider community |

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| <p>Bring People Together</p> <p>Year-long conversation following plan creation:</p> <p>Organizational restructuring to match budget and capacity</p> | <ol style="list-style-type: none"> 1. Understand the degree of social cohesion amongst community members within greater Longfellow 2. Connect with more new residents 3. Create connection among neighbors, businesses, and other organizations (such as senior living, parks and rec) 4. Create and/or enhance collaborations with community orgs to support these different entities to come together as a community | <ol style="list-style-type: none"> 1. List out the scalable efforts, are they easily repeatable/templated 2. Take repeated consideration of LCC budget, along with staff and volunteer capacity to create and organize desired events and programs | <ol style="list-style-type: none"> 1. Identify areas for collaboration to meet the gaps in what LCC is able to do on its own vs. what we can support others in doing - work with other neighborhoods and partners to create program events and programs 2. Build the list of event sponsors 3. Survey to determine community priorities 4. Create an infrastructure for connecting online for example 5. Organize a block club leader network 6. Fundraising events led by Board members | <ol style="list-style-type: none"> 1. 25% greater attendance at our General Membership meetings 2. Determine if there is interest to form a working group with this focus 3. Survey completed by 100+ members of greater Longfellow 4. 10% increase in partnering organizations 5. Track demographics of those involved with LCC to determine our reach across the full community 6. 10% increased traffic across online content 7. Determine how to gauge community trust of LCC |