

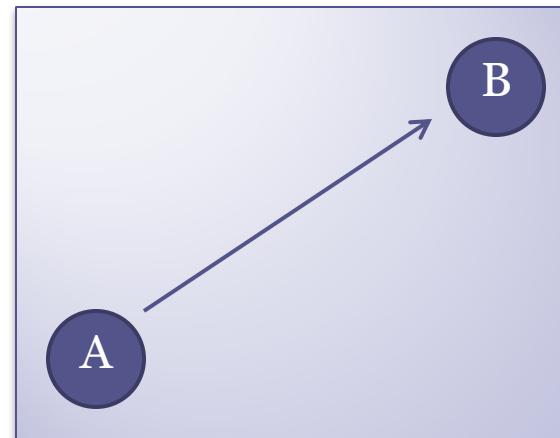
Community Service ICC Strategic Plan (2015)

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What is a strategic plan?

- Strategic planning is clarifying the overall purpose and desired results of an organization, and how those results will be achieved.
 - Where are we now?
 - Where are we going?
 - How will we get there?



Where are we now?

- Foundational elements:
 - **Mission:** The mission describes your organization's purpose — the purpose for which you were founded and why you exist.
 - **Values:** This clarifies what you stand for and believe in. Values guide the organization in its actions.
- Current position:
 - [SWOT Analysis](#)
 - Strengths
 - Weaknesses
 - Opportunities
 - Threats



Mission Statement

- The purpose of Community Service Inter-Club Council is to support community service clubs at California State University, Fullerton by facilitating communication, encouraging greater collaboration, and directing students to available resources.



Values

- Community service provides students with opportunities to become active in the community and positive contributors to society. These experiences enable students to acquire skills and knowledge while providing a service to others. Students are able to obtain work related skills, make good references, and network with potential future employers. Students also develop civic and social responsibility while becoming more aware of community needs.



Where are we going?

- What will my organization look like in the future? Where are we headed? What is the future I want to create for this organization?
 - **Vision Statement:** Your vision is formulating a picture of what your organization's future makeup will be and where the organization is headed. What will your organization look like 5 years from now?



Vision Statement

- Community Service Inter-Club Council is an advocate of community service clubs that seeks to promote their activities and recognize the impacts of their work. The ICC strives to foster the value of community service and volunteerism, while developing the leadership abilities of service-minded students.



How will we get there?

- **Strategic objectives:** Strategic objectives are long-term, continuous strategic areas that help you connect your mission to your vision. What are the key activities that you need to perform in order to achieve your vision?



Strategic Objectives

1. **Build community** and a sense of unity within the ICC and among our clubs by planning socials and joint service projects that allow students from different clubs to meet, interact, and bond through a shared passion for serving others.
2. **Develop leadership abilities** of service-minded students by providing involvement opportunities, facilitating leadership training, and supporting leadership development programs.
3. **Promote the ICC and its clubs**' involvement opportunities and activities through comprehensive marketing and digital resources.
4. **Collaborate with other organizations**, both on-campus and off-campus, to create mutually beneficial relationships, learn from their organizational culture, and create more meaningful experiences for students.



How do we build community?

- Socials/mixers
- Joint service projects
 - On-campus
 - Off-campus
- Banquet
- Recognition ceremony
- Interactive/engaging meetings



How do we develop leadership abilities?

- Involvement opportunities
 - Club representative
 - Appointed coordinator position
 - Fundraising
 - Outreach
 - Volunteer
 - Committee member
 - Elected position
- Facilitating leadership training
 - ICC Orientation
 - ASI Funding Policies Quiz
 - Formalizing the process for funding requests or presentations by setting clear guidelines
 - Meeting with club leaders to address common issues
- Supporting leadership development programs
 - Sharing long-term volunteer or internship opportunities
 - Speaker
 - Conferences
 - Workshops



How do we promote the ICC and its clubs?

- Comprehensive marketing
 - Incorporating ICC logo
 - Promoting clubs with the ICC as a middle man
 - Establishing a “campaign” or “theme” that make the ICC or CSUF community service students/groups recognizable
- Digital resources
 - Email – to communicate
 - Website – information resource
 - Facebook – to publicize broadly
 - Instagram – to connect individually



How do we collaborate with other organizations?

- On-campus
 - Other student organizations (clubs, ICCs, ASI)
 - University departments
 - Volunteer Service Programs
 - Alumni Association
 - Career Center
 - Community Internships and Community Engagement (CICE)
- Off-campus
 - Non-profits
 - Service-based organizations or clubs



Going forward...

- **Short-term goals/priorities/initiatives:** Effective goals clearly state what you want to accomplish, when you want to accomplish it, how you're going to do it, and who's going to be responsible. Each goal should be specific and measurable. What are the 1-year-goals you're trying to achieve to reach your vision? Keep it specific, measurable, and realistic.
- **Action items:** Action items are plans that set specific actions that lead to implementing your goals. They include start and end dates and appointing a person responsible.
- **Scorecard:** What are the key performance indicators you need to track to monitor whether you're achieving your mission? Pick 5 to 10 goal related measures you can use to track the progress of your plan and plug them into your scorecard.
- **Execution:** In executing the plan, identify who manages and monitors the plan and how the plan is communicated and supported. How committed are you to implementing the plan to move your organization forward? Will you commit money, resources, and time to support the plan.



Questions and Feedback

Feel free to review or share this information: csicccsuf.wix.com/serve

