

conjunction with

aligned partners.

YWCA USA and other

program evaluation

recommendations.

2017-2019 STRATEGIC PLAN

Customer Services Strategic Goals Be recognized within the community for advancing racial guistice, freedom and promoting peace, justice, freedom and ginity for all. Guiding Principles Train and engage staff and board as brand ambsacadors. Customer Satisfaction /Quality Innovation Communication Diversity & Inclusion Sponsor activities to raise awareness in the community of the effects of domestic violence and available resources for those affected. Train and engage staff and board as brand ambsacadors. Engage board and staff in proactively helping others to understand the WCA. Engage board and staff in proactively helping others to understand the WCA. Collaboration Diversity & Inclusion Frofessional Development Appreciation & Celebration Diversity & Inclusion Frofessional Development Appreciation & Celebration Diversity & Inclusion Diversity & Inclusion Diversity & Inclusion Frofessional Development Appreciation & Community Conversations) Diversity & Inclusion Diversity & Inclusion Frofessional Development Appreciation & Community Appreciation						
dedicated to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all. Guiding Principles Accountability Customer Satisfaction /Quality Innovation Collaboration Communication Appreciation & Celebration Diversity & Inclusion Sponsor activities to raise awareness in the community of the effects of domestic violence and available resources for those affected. Be recognized within the community for advancing racial justice, freedom and dignity for all. Meet community and culture that embraces and evaluate culture that embraces and embodies our Guiding Principles every day. Create and sustain a culture that embraces and embodies our Guiding Principles every day. Create and sustain a culture that embraces and embodies our Guiding Principles every day. Internal team: Inte		• •	_	People	Financial	Infrastructure
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Satisfaction / Quality Innovation	•	and board as brand	current and proposed programs based on	> Improve people processes, ensuring	capacity; grow unrestricted revenue.	Create and implement a maintenance plan to support enhanced
Understand the YWCA mission and impact. Communication Participate and/or sponsor community events aligned with our mission of eliminating racism and empowering women (e.g. Community Conversations) Professional Development & Implement & Impleme		0 0	community needs,	guiding principles	target for fundrais-	equipment, facilities
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