

10/1/2007

# 2007 Community Development 5 – Year Internal Strategic Plan



**Mission Statement:**

***Our mission is to create a better community through fostering effective partnerships that serve the needs of our low to moderate income populations and strengthen the economic vitality of Jefferson County.***

**Vision Statement**

***Build a better tomorrow today.***

**Goal 1 – Seize metro-wide opportunities on a large scale.**

**Objective** – Community Development will participate more actively in the legislative process.

- Actions:
- Attend Legislative Committee on Housing Colorado*
  - Participate in Colorado NAHRO at both State and federal levels*
  - Attend meetings on metro-wide homeless issues including State Committee on Homelessness*
  - Participate in NACCED specific to community and economic development matters*

**Objective** – Initiate and promote metro-wide partnerships to promote community development activities.

- Actions:
- Work directly with other nearby counties including Adams County, which has a progressive program on community development*
  - Coordinate with all metro-wide agencies on community development issues*
  - Identify specific shared programs for better use of dollars provided for community development activities*
  - Facilitate efforts to open stronger lines of communication by holding quarterly meetings with agencies and groups to discuss community development issues*
  - Participate in the Comprehensive Master Plan update for Jefferson County*



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**Objective** – Create and foster relationships with SBA's, banks and related financial institutions.

- Actions:
- Ensure that key staff sits at the table with these lending institutions to provide feedback and assistance related to community development activities*
  - Leverage new lending opportunities by meeting with financial groups to discuss benefits and value of utilizing community development programs.*
  - Help bring more dollars into Jefferson County by discussing financial opportunities with lending institutions*

## **Goal 2 – Improve internal efficiencies within Community Development.**

**Objective** – Assess and identify gaps in services and program to help create a more efficient operation.

- Actions:
- Establish consistent training programs and promote seminars, course work and other activities that help improve knowledge base of staff*
  - Complete a Service Assessment of the Community Development Division to help better target ways to improve service level and visibility of program*
  - Complete a Project Assessment Study to determine the effectiveness of current projects versus actual need*

**Objective** – Involve partners, service providers, and the people we serve in an effort to better improve upon operations and to promote strong working relationships with our partners.

- Actions:
- Schedule a forum with senior providers, non-profits and other groups to discuss issues.*
  - Develop a Formal Assessment Program. Key areas of focus can include Food Assessment and “Needs” Assessment*

## **Goal 3 – Community Development will strive for recognition among its partners.**

**Objective** – Consistent efforts will be made to get out and network, participate in forums and initiate communication with all of our clients.



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**Actions:** *Develop a Reputable Model of Service for Community Development*  
*Initiate and create linkages among the network of providers, service organizations and groups that Community Development work with everyday*

**Objective** – We will work to contribute where we can, even if it does not establish new dollars, so that we can promote community development activities.

**Actions:** *Look at the investment in “Human Capital” and its role within community development activities*  
*Better assess and manage the allocation of time and resources to assessment in more outreach*  
*Promote the values and aspects of “volunteerism” as it pertains to community development*

**Objective** – We will deliver what we promise as it pertains to community development projects, activities, assistance and aide.

**Actions:** *Do more to reach out to those in need and assistance that we identify as part of our community development program*  
*Improve upon our commitment to deliver services and assistance as a Community Development Division*  
*Implement new programs that promote success through grantee orientation and face-to-face interaction*

#### **Goal 4 – We set the bar for being the best in our industry.**

**Objective** – Evaluate unique needs in our county and find the best projects to serve the citizens.

**Actions:** *Establish the framework and foundation for a Needs-based Project Development Program*  
*Complete a Needs Assessment that contains specific components related to surveying of users, community meetings, “Principals” meetings and identification of existing programs and services.*

**Objective** – Develop a marketing plan that incorporates updates to our web page, image branding, a quarterly newsletter and new brochures.



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- Actions:
- Work with and involve our CSAB and CDAB members in developing a unique and effective marketing plan*
  - Form a committee to better assist in identifying key aspects of marketing and appropriate strategies*
  - Assess and identify our “audience” to ensure that any marketing plan created effectively meets our clients’ needs.*