

# Action Plan:

## Vision 2023

### DRAFT Strategic Objectives & Strategy Map

#### Initiatives

Stakeholder:  
What does the client demand of us?

**S1**  
Resources & support

**S2**  
A better quality of life

Internal Process:  
What processes do we need to master in order to serve our clients?

**P1**  
Develop and implement a menu of programs, services, and resources.

**P2**  
Develop an external communications & media plan

**P3**  
Set up social media & website

**P4**  
Expand resource network/collaboration

Organizational Capacity: What competencies must we grow and develop to master those processes?

**C1**  
Collaborative commitment

**C2**  
Establish an internal communications plan

Financial: What will we need financially to accomplish these things listed above?

**F1**  
Seed and operational capital

**F2**  
Finding inkind resources

#### Measures

Demonstrated impact

Collaborative member Satisfaction  
Veterinary Engagement

Animal services

Media attention  
Public education  
Media/communications  
Metrics

Formal collaborative  
Organizational supports

Work plan/timeline

Raise funds for work plan costs  
Identify inkind supports

#### Targets

Animals spayed/neutered  
Animal Care Summit  
Foster training completed  
Foster registry  
Legislative visits  
Annual self assessment  
# of supporting vets

Monthly spay/neuter days  
Pet foster parent registry & training  
Monthly press releases  
Educational msgs /materials  
Social media posts/web hits

MOU/Governance structure  
Contact list/listserve/Google drive  
Identify a scope of work by year for next 3 years

Cover years 1-3 anticipated  
Create a list of resources to support members and animals