



One Voice for Volusia

Connecting Our Community

2009 Strategic Plan

135 Executive Circle, Suite 102
Daytona Beach, FL 32114
386-947-8301/ 386-947-8302 (fax)
www.onevoiceforvolusia.org

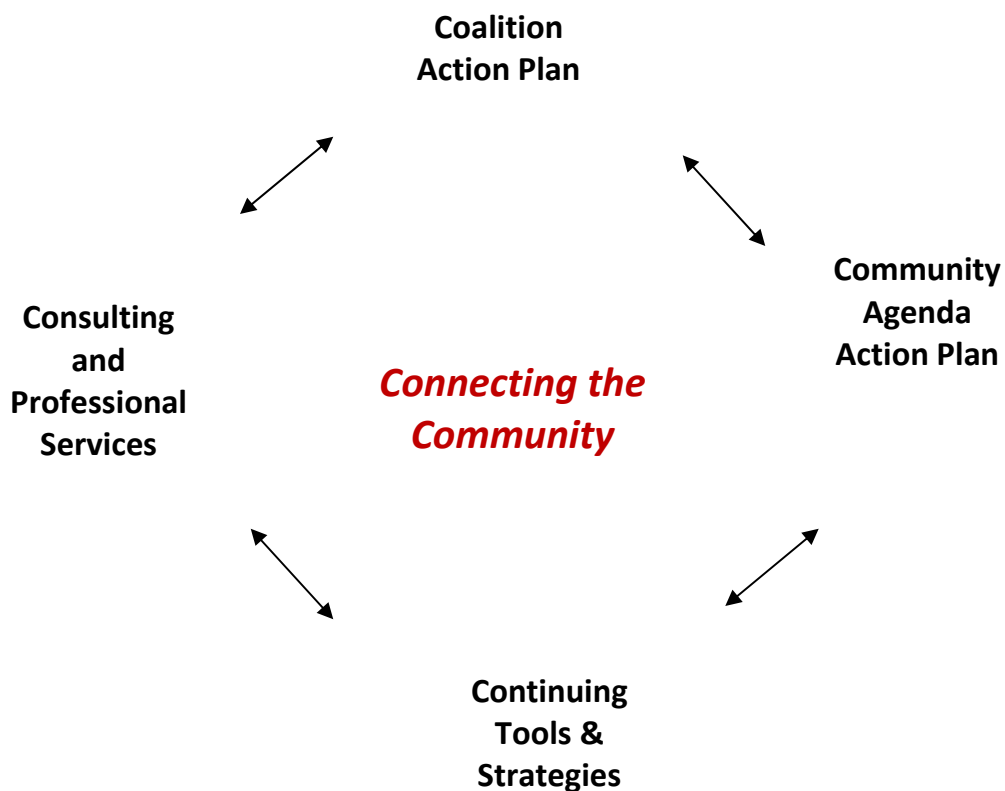
Executive Summary

One Voice for Volusia is pleased to share the 2009 Strategic Plan.

Strategic planning has been conducted at the coalition membership level annually since its beginning in 1999. In 2006, the coalition worked to develop objectives to implement over the next three-year period, ending in 2010. Therefore, 2009 will mark the end of the three-year goals for the coalition, so efforts will be taken at the end of the year to review and update accordingly.

The following action steps outline One Voice for Volusia's long-term objectives and short-term strategies over the next year. It will be the responsibility of staff, coalition members, Board of Directors, and active committee members to ensure that this plan is implemented and evaluated.

Strategic planning is also conducted within the work of the Community Agenda initiative with strategies guiding the direction of the data-driven process annually. One Voice for Volusia works to ensure that all aspects of its initiatives complement and enhance each other, thereby building its foundation and strengthening its capacity to ensure sustainability in the future.



Coalition Action Plan

Community Education

Three-Year Goals: To develop data-driven and prevention-oriented awareness campaigns through the coordination of educational and marketing techniques/tools for health and human services within Volusia County.

- Update **Speakers Resource Directory** and expand contacts of area civic groups for distribution.
- Increase the number of subscribers of the **Community Connector Campaign** by 10%.
- Explore funding and finalize logistics for **Health and Human Services Summit**.
- Explore resources to coordinate a training and/or conference to benefit local agencies now unable to travel due to budget restrictions/limitations.
- Continue to build the **coalition membership** through the coordination of timely monthly topics and recruitment of new members (with special attention on law enforcement, businesses and the media).
- Continue to work with **faith-based agencies** to explore ways to better communicate and work together. Efforts in 2009 will include the development of a survey to assess services provided by the faith community and connect efforts where appropriate and desired between the faith and social services sectors.
- Continue to work with **2-1-1/The United Way of Volusia-Flagler** to further improve the online referral system through marketing and other resources as available.
- Continue to implement action steps identified in the **SARG/Deltona Prevention Project** successfully. (i.e. strengthen after-school youth development with family involvement in Deltona).

Systems & Data

Three-Year Goals: To develop an up-to-date assessment outlining community strengths, needs and barriers specific to health and human services/resources within Volusia County. The updated assessment would serve as the framework to build a service delivery/strategic plan infrastructure for health and human services; and, to develop a user-friendly vehicle to enable a data/resource-sharing warehouse for health and human services within Volusia County.

- **Expand One Voice for Volusia's websites** (www.ovfv.org and www.agendavf.org) to ensure user-friendly navigation and utmost efficiency.
- Serve as a **community resource** for position papers, community needs assessment and other funding/agency/services mapping as needed and/or as identified.
- Continue to release surveys twice annually to membership to poll changes and/or additions to web site, identify new data needs.
- **Serve in a facilitating role** for up to 3 agencies in order for **multi-agency efforts** to better collaborate where needed and improve their structural organization.

Community Agenda Action Plan

Long-term Goals: To publish an annual report detailing key data indicator trends regarding the health and human services system and further study key social problems to create a blueprint for community-level solutions. To convene a council of the key funders of social services to develop policy to integrate efficiencies and measurable outcomes into the local funding system. Through collaboration and maximization of resources, develop practices based on measurable community needs.

Objectives for 2009

- Secure community involvement for the Community Agenda project.
- Continue to support the Community Agenda Steering Committee as the oversight body for the Community Agenda Action Plan.
- Review and revise the **Snapshot** report by engaging individuals and groups to participate in updating the information contained therein.
- Analyze data for indicators that exceed a 10% difference from the state benchmark.
- Share the **2009 Snapshot** report widely both in print and electronic format.
- Release **Thrive by Five: ensuring hope, health & happiness**, an in-depth study featuring clusters of research and data specific to children ages birth through five.
- Facilitate community members in the identification of “red flags” and “gold stars” from the 2008 Community Agenda indicator report over a three-month period in order to prioritize attention to indicator trends.

Continuing Communication Tools & Strategies

One Voice for Volusia staff is responsible for the day-to-day business ensuring the success of the coalition work and other agency initiatives. While additional new roles and responsibilities surface for implementation and staff attention over the year, several key efforts are highly regarded and deemed successful. These efforts are incorporated into day to day planning and include:

- Implementation and Evaluation of the Strategic Plan for the Agency
- Monthly Coalition Meetings and Presentation of Timely Topics
- Community Connector
- One Voice for Volusia Web Pages (www.ovfv.org and www.agendavf.org)
- Technical Assistance
- Annual Membership Surveys, Progress Report and Annual Report

Consulting and Professional Services

One Voice for Volusia progressively pursues opportunities to assist other communities as needed and has positioned itself within the State to be an “expert” in the field of coalition work. One Voice will also continue to maintain and explore consulting professional services in the areas of evaluation, community planning and community building in 2009.