

INTERFAITH COMMUNITY COUNCIL

**2007-2010 STRATEGIC PLAN
(Draft/Summary)**

Facilitated by Vern Eswine

ICC 2007- 2010 STRATEGIC PLAN SUMMARY

The following pages outline a brief summary of the discussions and actions suggested during Interfaith Community Councils Strategic Planning Session held in August of this year.

- I. **Review of Mission and Core Values-** As with all strategic plans, it is always good to review the organizations Mission and Core Values to make sure that we are still serving in the capacity that was initially established.
 - A. Results- To the beginning of our Mission Statement was added:
Our members are Christ-centered bodies that will.....
 - B. To our Core Values was added:
We are a Christ-centered organization.....
 - C. A Service Promise or Tag Line was added to appear in all material and placed just below our Logo that would read: *A Christ-focused ministry serving the whole community.*

- II. **Review of current name and brand-** In lieu of the recent issues of Kentucky Interfaith Council as well as looking forward a lengthy discussion was conducted regarding the changing or keeping of the name Interfaith Community Council.
 - A. Results- That we would maintain the name Interfaith Community Council.

- III. **Market area-** Discussion was conducted regarding the market (s) we serve now and the immediate future.
 - A. Results: The maintain focus on Floyd County while working along side similar organizations in adjoining counties.

- IV. **SWOT Analysis-** a brief time was spent reviewing the survey results and what members perceive to the organizations Strengths, Weaknesses, Opportunities and Threats for the upcoming years.

- V. **Brick and Mortar-** held a discussion concerning the current location and it's ability to meet the long term needs of the organization.
 - A. Results- Need to develop a task force charged with developing a plan, review options, locations, funding and feasibility etc. Time set to develop recommendations was set at no longer than one year.

VI. **Membership Criteria-** A discussion centered around the current structure and the possibility of the organization whose board of directors could number above one hundred.

A. Results- Develop a plan to open communication and a dialog with current members first, then, those churches that have not partnered with Interfaith for the purpose of developing a framework that would serve the organization and the community more effectively.

Time period set to begin this action was by year end.

Persons responsible for moving this forward: Christine and Vern

VII. **Increasing Volunteer base-** Discussion on increasing the volunteer base.

A. Results- Develop a plan for increasing volunteers through increased branding and communications to all churches in the Floyd County area. This would include the Newsletter, Web site, expanding our data base, reaching out to member and non-member churches etc.

No time period was set. Will probably be included in the development of an organizational marketing plan.

Persons responsible for the marketing plan development: Christine, Bill and Vern.

VIII. **Fund Raising-** Discussed methods of making fund raisers more profitable.

A. Results- will be addressed per fund raiser over the duration of this plan.

IX. **Foundation-** Discussion on increasing the funding of the foundation was also part of the planning session.

A. Results- Those attending agreed with increasing funding efforts of the foundation. Person responsible for moving this forward- Ron McKulick.

The Strategic Planning Session involved over 24 members completing an initial survey that covered all of the area listed above and spending over six hours in session of a Saturday.

