

## 2019-2021 Salem-Keizer NAACP Strategic Plan

**Mission:** To ensure the political, educational, social, and economic equality of rights of all persons and to eliminate race-based discrimination.

**Vision:** Leading Equitable Change

	Priorities	Outcome (s) (goal)	Indicator(s) (objective)	Strategies/Tactics (how to)	Lead
1	Branch Stewardship	A. Member Recruitment & Retention	<ol style="list-style-type: none"> <li>1. Increase membership 30% (?) by 2019</li> <li>2. Increase membership 20% (?) by 2020</li> <li>3. Increase membership 25% (?) by 2021</li> <li>4. Increase retention of members by maintaining 95% of current membership each year</li> </ol>	<ul style="list-style-type: none"> <li>➤ King Day Celebration</li> <li>➤ Juneteenth Celebration</li> <li>➤ Annual meet &amp; Greet</li> <li>➤ Participate in World Beat</li> <li>➤ 90 days before membership expiration, send reminder to renew</li> <li>➤ Participate with community visuals at events/hold membership fairs</li> <li>➤ Membership table at every NAACP event</li> <li>➤ Membership weekend</li> <li>➤ Blitz churches</li> <li>➤ Malls, etc.</li> <li>➤ Costco/Walmart/Fred Meyer</li> <li>➤ Invite AAYLC parents to join</li> <li>➤ Give youth memberships to</li> </ul>	Membership Chair/Secretary

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scholarship recipients

- Each member has a quota of members to recruit by a certain time
- Quarterly program to build community with incoming professionals and others
- Continue enhanced communications process (social media, email, contact follow-up)
- Develop a membership welcome packet that is sent within 20 days of membership received
- Establish and hold member orientations
- Make those who express interest in the unit see a place for themselves in the organization
- Develop Membership material that answer: Why should I be a member? What is the advantage to me?)

	<p>B. Active and Involved membership</p>	<ol style="list-style-type: none"> <li>1. Full Slate of Officers &amp; Committee Members</li> <li>2. Greater involvement of members in Branch activities as defined by at least 10 members participating in event Branch event</li> </ol>	<ul style="list-style-type: none"> <li>➤ By June 15, 2019 assess current membership numbers</li> <li>➤ Have a volunteer coordinator</li> <li>➤ Consistent Communication (e.g. reminders of meetings)</li> <li>➤ Relevant topics at meetings</li> <li>➤ Focus on issues in the community (e.g. Micro-aggressions, Student failure in SKSD, hate speech, etc.)</li> <li>➤ Plan events that have members' attention or talent, and interest</li> <li>➤ Calendar of events for the year/ develop calendar of annual activities and opportunities to transmit to members</li> <li>➤ Member skills sharing to develop talent pool</li> <li>➤ Inform people what positions are available</li> </ul>	<p>Secretary and Treasurer</p>
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	<p>C. Effective and Efficient Management</p>	<ol style="list-style-type: none"> <li>1. Bi-annual Officer Training</li> <li>2. Written Policies and Practices</li> <li>3. NAACP Manual and Training for members</li> <li>4. Each Chair has a succession plan</li> <li>5. Written Communications plan</li> <li>6. Annual Balanced Budget</li> <li>7. Adequate Resources to support Programs</li> <li>8. Appropriate Financial Controls</li> <li>9. Timely Reports</li> </ol>	<p>vocally and in writing; on the web page. Tell them how to be considered for positions</p> <ul style="list-style-type: none"> <li>➤ Invite individual members to fill committees</li> <li>➤ Obtain NAACP national manual</li> <li>➤ Succession plan should be included in by-laws</li> <li>➤ List of all reports and due dates</li> <li>➤ Having all committees and offices have chair and vice-chair</li> <li>➤ Annual Freedom Fund Banquet</li> <li>➤ Get copies of manuals for each officer with their responsibilities</li> <li>➤ Written procedures (e.g. membership communication between secretary, membership, treasurer; communications plan;</li> </ul>	<p>Kristi Negri</p>
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			<p>recruitment and training of new officers)</p> <ul style="list-style-type: none"> <li>➤ Annual retreat for NAACP members and Executive Board members</li> <li>➤ Conflict of interest statement</li> <li>➤ Ethics/risk management</li> <li>➤ Establish program budget needs and financial goals to accomplish project</li> <li>➤ Periodic financial review</li> <li>➤ Establishing monetary policies and procedure</li> <li>➤ Robust fund-raising</li> </ul>	
2 Education	High Quality Educational Experiences that Result in College/Career Pathways	<p>Advocate for:</p> <ol style="list-style-type: none"> <li>1. Kindergarten Readiness</li> <li>2. Close achievement gap</li> <li>3. Decrease Drop-out Rates</li> <li>4. Quality Teachers and Staff of Color</li> <li>5. Culturally responsive</li> </ol>	<ul style="list-style-type: none"> <li>➤ Ensure Branch involvement in SKSD improvement Fund</li> </ul> <p>Hold SKSD accountable for:</p> <ul style="list-style-type: none"> <li>➤ Hiring and retaining qualified teachers of color</li> <li>➤ Hiring and Retention of African American Teachers</li> </ul>	Education Chair

		<p>schools</p> <ol style="list-style-type: none"> <li>6. Equitable discipline and support</li> <li>7. Increase graduation rates with at least 2.5 GPA or higher with a regular High School diploma</li> <li>8. Equitable financial resources</li> </ol>	<ul style="list-style-type: none"> <li>➤ African American educators being a part of the recruitment team</li> <li>➤ Dropout Prevention Programs</li> <li>➤ Free S.T.E.M. summer camps</li> <li>➤ Increase student success by extended learning opportunities <ul style="list-style-type: none"> <li>○ Saturday school</li> <li>○ Extended school day/after school tutoring</li> <li>○ Summer school</li> <li>○ Instructional opportunities during spring and winter break</li> </ul> </li> <li>➤ Providing physical and mental health education for African American students (e.g. recognizing and identifying mental illness, providing resources)</li> <li>➤ Mentor for each student</li> </ul>	
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- Continue to support AAYLC
- HIPPY or HIPPY-Like programs
- SK NAACP to sponsor parent Information sessions to advise parents of status of African American students
- Support BSU/Youth Branches
- Regular Reporting on Status of African American Student performance from ODE and SKSD leadership
- Work on strategies to make schools safer for African American students by educating community/students and firm policies around racial slurs and bullying
- Parent education training students with essential skills for

			<p>students to obtain academic excellence.</p> <ul style="list-style-type: none"> <li>➤ Provide Scholarship Opportunities</li> <li>➤ Sponsor workshops for funding college</li> <li>➤ Sponsor African American Leadership Conference</li> <li>➤ Attend and provide input into budget and bond committee process</li> <li>➤ Attend and provide feedback at SKSD Board meetings.</li> </ul>	
3	Economic Stability	Financial Prosperity	<ol style="list-style-type: none"> <li>1. Improve Financial Literacy for at least 50 people</li> <li>2. Support policies that increase Housing Security</li> <li>3. Support Living wage employment opportunities</li> <li>4. Support Career and educational advancement</li> </ol> <ul style="list-style-type: none"> <li>➤ Sponsor financial 3 literacy workshops</li> <li>➤ Renter Advocacy</li> <li>➤ Recruit Housing Committee Chair</li> <li>➤ Political Activism for a living wage</li> <li>➤ Become Contact for Job Opportunities</li> <li>➤ Develop a “Green Book” of Businesses of Color</li> <li>➤ Request City Salem to</li> </ul>	Vice President



			<p>develop cost of living report for Salem</p> <ul style="list-style-type: none"><li>➤ Advocate for policies that reduce homelessness</li><li>➤ Advocate for policies that increase career and educational advancement</li></ul>	
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