

STRATEGIC PLANNING MINUTE



January 2025

WELCOME TO THE GEDCO STRATEGIC PLANNING MINUTE!

The *Strategic Planning Minute* is published quarterly during GEDCO's strategic planning process. Each edition highlights key activity as GEDCO board and staff chart the organization's direction for the future.

GEDCO Strategic Planning Core Team Members

Nicholas Alexopoulos
Nichole Battle
Jonathan Caballero
Melodie Cunningham
Mychelle Farmer
Melinda Fitting
Ted Gross
Erin O'Keefe
Stephanie Shack



GEDCO STRATEGIC PLANNING AT A GLANCE

GEDCO's strategic planning is a three-phased process.

Phase 1: Planning & Communication

A strong launch and ongoing communication are important for a strategic planning initiative. GEDCO's strategic planning officially began in July 2024 followed by a core team introductory session on July 26th and a GEDCO staff session on August 6th. Throughout the process, expect continued planning and communication through board briefings, staff meetings, and more.

Phase 2: Program Review & Environmental Scan

To plan for the future, it is essential to know the starting point. Process Phase 2 (August – December 2024) was designed to explore how the organization, services, and programs currently function.

For the look within, board and staff responded to an online assessment in tremendous numbers, providing insight into the GEDCO mission, direction, leadership, operations, resources, and a range of effectiveness topics. Member organizations also weighed in on their impressions of GEDCO today and recommendations for future focus areas. Additionally, staff undertook detailed self-assessment of the various GEDCO programs, services, and internal functions to offer a glimpse into the organization's inner workings.

GEDCO Strategic Planning – Phase 2 Assessment Responses			
Assessment Type	Invited	Completed	Rate
Organization Assessment (Board)	28	24	86%
Organization Assessment (Staff)	16	13	81%
Member Organization Interview	58	10	17%
Program/Service/Function Self-Assessment	48	31	64.5%

Another Phase 2 purpose is to give planners a sense of what is occurring in the environment around GEDCO. Internal and external reports, articles, government materials, etc. are being gathered. This material is proving to be instrumental in understanding community needs; demographics; trends; federal, state, and city priorities; and similar matters that are outside of GEDCO but that impact its work.

Phase 3: Strategic Plan Preparation

January 2025 marks movement into Phase 3 work and will involve both board and staff.

3.1 Top-Level Direction	The core team will develop, and submit for board approval, a high-level view of GEDCO's mission, 3 – 5-year priority areas, and a preliminary set of organization-wide objectives and goals.
3.2 Function-Area Goal Setting	Internal GEDCO groups will identify the projects, services, and internal functions needed to achieve the top-level direction. Each group also will propose goals to advance the top-level direction for core team review and board approval.
3.3 Function-Area Implementation Planning	During implementation planning GEDCO groups map out how they will accomplish their approved goals. This work will provide insight into resource needs, activity timing, collaboration opportunities, and other logistical topics that relate to how the work is to be accomplished. Again, the core team will review plans.
3.4 Organization-Wide Strategic Plan Development & Final Plan Submission	In this process segment, the full GEDCO plan will be assembled, outlining the high-level direction as well as the team-level goals and implementation plans intended to assist GEDCO in reaching its targets and having the intended impact. The board will receive the final plan for approval.

WHAT'S COMING? TOP-LEVEL DIRECTION!

Core team meetings to set the top-level direction are scheduled January – March 2025. Expect more information about that group's progress as the work continues.

