

# 2018-20 Strategic Planning Framework





# BETTER LIVES, STRONGER COMMUNITIES

## VISION

Our vision for Skagit County is a respectful community where everyone has the opportunity and support to be safe, healthy and successful.

## MISSION

Our mission is to foster and advocate for self-sufficiency among low-income people in Skagit County.

## VALUES

Community Action is guided by the following principles:

- Integrity
- Compassion
- Respect
- Dignity
- Empowerment
- Commitment

*The heart of Community Action  
is creating a spirit of hope by  
helping people help themselves  
and each other.*

# 2018-2020 STRATEGIC PRIORITIES

## 1. Core Theme: **Stabilizing Lives and Equipping People for Success**

*We will work with people of all ages and situations to understand their strengths, needs, and goals and connect them with support and coaching to change their circumstances and work toward a secure future.*

### **FOOD AND NUTRITION**

Community Action will help lead the local food-support system to focus on nutritional quality, access to nutritious food, and nutrition education in order to fully nourish families to thrive at school, work, and home.

### **BASIC RESOURCES AND RESILIENCY**

Community Action will work in partnership with the families we serve to overcome individual or community challenges and identify basic resources to help them increase resiliency and find a more stable path forward.

### **HOUSING RESOURCES**

Community Action will work with community partners to advocate for safe, healthy, and affordable housing and offer a diverse spectrum of services for people in need of safe and stable housing.

### **HEALTHY COMMUNITY**

Community Action will address the social determinants of health by offering services that stabilize lives and create bridges between systems in order to meet medical, dental, and behavioral health needs.

### **EMPLOYABILITY**

Community Action will work in partnership with the people we serve to develop essential job skills, craft career plans and job searches, and connect them to opportunities to begin or further their journey on a career pathway.

### **EDUCATION**

Community Action will provide basic education for adults to increase their opportunities to transition to post-secondary education and living-wage jobs, while also building family stability so that their children can thrive in school and life.

### **ASSET BUILDING**

Community Action will coach individuals and families to build essential financial skills, including managing a budget, repairing credit, and planning for a secure future.



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## 2. Core Theme: **Stronger Communities**

*We will be an advocate and catalyst for change to strengthen our community and expand equitable opportunities for success.*

### **COMMUNITY ENGAGEMENT**

Community Action will engage volunteers, donors, and public policy advocates to learn about the experience of poverty in Skagit County and take meaningful action to meet immediate needs and address long-term root causes.

### **CATALYST FOR CHANGE**

Community Action will take a leading or strong participatory role in coalition planning and strategic partnerships that increase opportunities and decrease barriers for people experiencing poverty.



### **ACCESS, EQUITY, AND INCLUSION**

Community Action will work to change attitudes and practices toward people experiencing poverty, ensure equitable access to economic opportunities, and encourage leadership that is representative of our entire community.

## 3. Core Theme: **High-impact Organization**

*We will be a responsible organization that integrates feedback from customers and staff and encourages growth and innovation in order to ensure high quality customer service and to have a meaningful impact on the lives we touch.*

### **CUSTOMER FOCUSED**

Community Action will emphasize high quality, innovative service responsive to and informed by the voice of our customers and partners.

### **ENGAGED WORKFORCE**

Community Action will foster positive career and leadership development across our entire workforce.

### **CONTINUOUS IMPROVEMENT**

Community Action will routinely solicit new ideas, develop them, and track key indicators of success to guide the continuous improvement of our work, which stabilizes lives, equips families for success, and strengthens community.

### **FINANCIAL HEALTH AND STABILITY**

In order to ensure high quality customer service, Community Action will maintain the financial health of our organization.



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