



Strategic Plan 2013

Aaron J. Byzak, MBA
President, Board of Directors

Promoting healthy communities since 1993...



Agenda

- Our Record
- Where we are
- Strategic Planning: Focus Areas
- A Way Forward



A Record to be Proud Of...

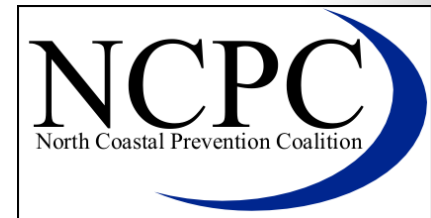
- 20 years of excellence
- Incredible partnerships/collaborations
- Countless successes
- Regional and National recognition



Got Outcomes! Coalition of Excellence
COALITION OF THE YEAR



National Exemplary Award for Innovative Substance
Abuse Prevention Programs, Practices, & Policies



Strategic Planning

- How it occurred
- What we found
- Focus Areas
- Committee Structure
- Objectives and Deadlines



Strategic Planning

- How it occurred
 - October 20, 2012
 - Meeting of the Board of Directors and key NCPC staff (lots of sugar)
 - External facilitator led
 - Conducted SWOT analysis
 - Identified focus areas for strategic plan
- What we found...



Weaknesses

- Lack of corporate executive power in organization
- No tie in with executives; visibility/projects
- Under utilized resources – missing connection with members, unclear re: their potential
- Funding questions
- Turnover in key positions
- Lack of succession plan



Strengths

- Passion
- Impact
- Message – empowering
- Collaboration – public, private, 3 cities participate
- Consistent attendance
- Focus – clear and specific
- Strong staff
- Agency support (and with personal connection – i.e. OHS support of programs through Ray)
- Youth leadership – power of youth advocacy
- Commitment
- Open
- Advocates
- Support/foundation of VCC
- Personal investment
- Core – charisma
- We have insurance!
- Web of talent, support and opportunity
- Connections with local government



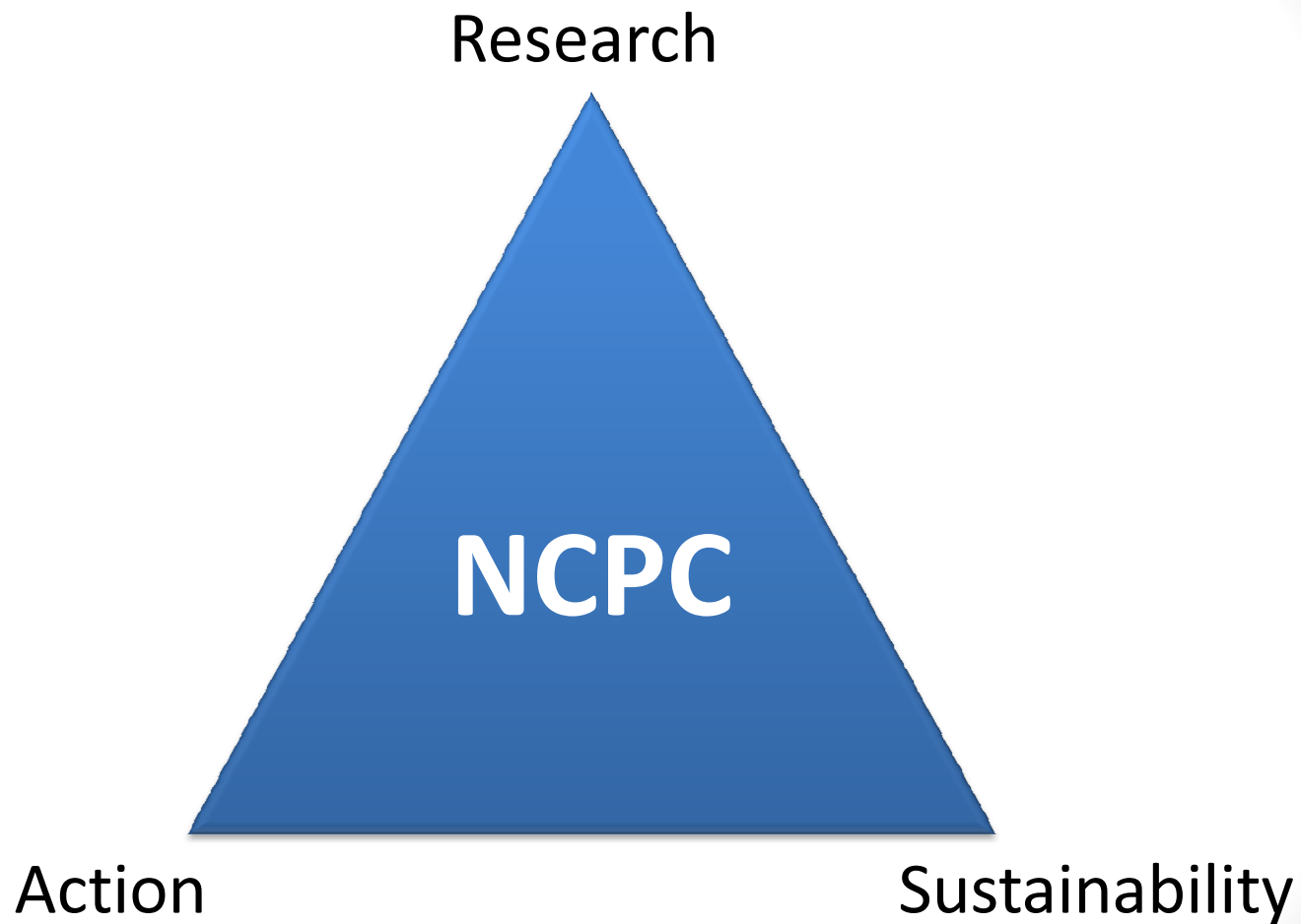
Threats

- Generational challenges (i.e. generations of 70+ may be more supportive than baby boomers)
- Battle corporate structures financial interests (i.e. alcohol, tobacco, and marijuana)
- Community involvement, trust, cooperation and pride in neighborhoods
- Cultural beliefs (Latino machismo, alcohol is rite of passage)
- Money (grant dependent, lack of sponsors, government dependency)
- “Personal Rights Issue” – people don’t want to infringe on others
- Not personal – people don’t care until it hits their family
- Government red tape
- Misleading info – media bias, media laziness
- Attitudes – “it is what it is”
- Ignorance
- Greed (marijuana, threats, intimidation)
- Acceptance – it’s not that bad
- Comparatively OK (“at least we’re not like southeast SD, Compton, etc.)
- Stigma

Opportunities

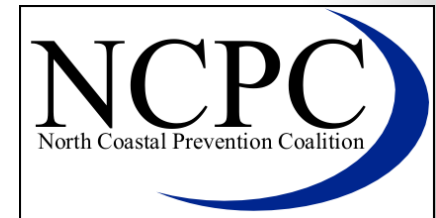
- Tremendous foundation of success and capability
- Evidence-based approaches (funding, publishing, etc)
- Research institutions with specialty departments (CSUSM, UCSD, etc)
- Communication – social networks, maximizing impact with minimal cost, reaching broader audiences
- Multiple policy development opportunities (local, state and federal)
- Pool of talented community members (recruitment)
- Greater emphasis on coalition partners (leveraging collective talents and resources)
- Engagement with community and partners to promote healthy alternative activities
- Connections (funding, partnership, innovation, etc)

Focus Areas



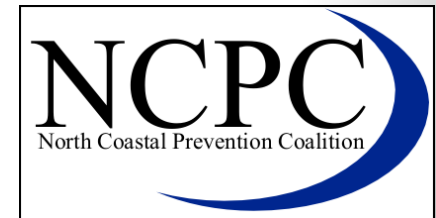
Research

- Importance of evidence-based initiatives
- Prospective partners (UCSD, CSUSM, National)
- Goal 1: Determine what data is needed to measure NCPC impact to mission by March 1, 2013.
- Goal 2: Recruit research analyst to compile existing data sources.
- Goal 3: Create NCPC Annual Research Report on Impact to Mission to be prepared by January 2014.
- Committee and Chair
 - Ray Pearson



Action

- New approaches, partnership, opportunities for collaboration, healthy alternatives
- Goal 1: Sponsor and conduct PSA contest for middle and high school age teens in San Diego County (with NCPC outreach focused in Tri-City region)
- Goal 2: Establish a Speakers Bureau of youth and adult speakers
- Goal 3: Partner with community organizations to increase messaging to youth and families in Tri-City region
- Committee and Chair
 - Nicole Pappas and Maria Yanez



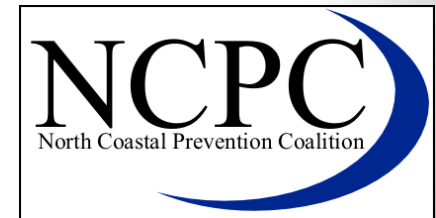
Sustainability

- Resources and skill development
- Leadership succession planning are necessary
- Goal 1: Conduct fundraising and grant development to increase the NCPC general account by \$5,000 by December 31, 2013
- Goal 2: Conduct needs assessment and initiate strategy for Board and general membership recruitment by November 30, 2013
- Committee and Chair
 - Aaron Byzak



A Way Forward

- Committee Structure
 - Develop Objectives
 - Action Plan
 - Measure outcomes
 - Adjust as necessary
- Focus on Innovation and Execution
 - Evolve and adapt
 - Proactive
 - Anticipate and prepare
 - Reactive
 - Respond quickly and effectively



Questions & Discussion

