

East Central Community Center Draft Strategic Plan March 21, 2007

East Central Community Center General Administration

Mission Statement: Provide support services, outreach, and leadership and advocate for issues affecting the East Central neighborhood.

Definition of Customer:

- Residents of Spokane and Spokane County, including but not limited to the East Central neighborhood
 - ✓ Seniors, youth, developmentally disabled, low-income, uninsured clients
- Building Tenants
 - ✓ WIC, SNAP, Empire Health Services (Deaconess), ECCO

Definition of Product/Service provided:

- Provide a variety of services to residents of Spokane and Spokane County, especially in the East Central neighborhood

Strengths:

- One-stop place for vital services
- Neighborhood base collaborating:
- Collaborations with numerous agencies & non-profit organizations
- Customer Service

Weaknesses:

- Funding -- Devoted staff for grant research and writing -- we are missing opportunities to apply for additional funding
- Staffing -- We need staff devoted to partnering and outreach

Opportunities:

- We are the only center in our community with an adult day care program
- Neighborhood USA designation (and upcoming conference) is an opportunity to bring more publicity to the neighborhood and center
- The HUD Senior Housing construction project across the street will bring more seniors to the program, more clients to the medical clinic and SNAP services offered -- this is a neighborhood improvement
- The emerging University and Business Districts are going to bring in more donations, resources and expertise donated to this center as well as more recognition

Threats:

- Inadequate funding
- Staffing issues – the possibility of losing the custodial crew will make it difficult to deliver day-to-day services
- With funding comes staffing -- without funding, we won't have staff

- Although the neighborhood is improving, the prevalence of crime and drugs continue to threaten our safety and the safety of youth and clients

Top 5 Key Success Factors:

- Our customer service defines us
- The number of grants we execute (GSSAC, ALTCEW, Women Helping Women, Soroptomist, CDBG, Human Services, etc.) reflects our mission to serve
- We provide outreach through indispensable programs like the Christmas Dinner, Coats 4 Kids, Swimsuits for Kids, School Supply program
- We are the most culturally diverse Center with something for everyone
- We are a gem in the East Central neighborhood, with a magnet pull from other areas
- We are clean, we are inviting, and represent clients from all over Spokane county, whether they are coming to the ECCO Clinic, Food Giveaway, or Senior Program

Measures of Success

- Our community impact stats are a measure of our success
- The Senior Program alone represents 18 Spokane neighborhoods with 31 clients from the Valley

Top 5-10 goals for the group:

- Enrich customer service to East Central residents
- Build community awareness of East Central's services and functions
- Preserve and enhance existing programs

Top 5-10 strategies for the group:

- Expand referrals by collaborating with 2-1-1 and the City Call Center
We'll promote it and also work with them to make sure that they are explaining our services
- Expand referrals and community awareness by working with every partner in our campus atmosphere, such as the library, SNAP, WIC, and Head Start
Head start can refer back to our parenting class, and SNAP can tell any older people about the Senior program, etc.
- Work with agencies that serve some of the same clients we serve: Spokane Mental Health, DSHS, CPS, Children's Home Society, Union Gospel Mission
These agencies should be referring people to us and building awareness
- Promote community awareness with increased press releases
- Generate revenue by using membership fees – the Open Gym can have a yearly fee and so can weekend teen or youth programs
- Develop new partnerships and programs to enhance our current offering of services
- Try to increase staffing levels to include more staff for grant writing and execution.

Tactics

Goal #1 – Enrich Customer Service to East Central Residents

- By April 15, 2007, Susan Chase, Receptionist will contact 2-1-1. She will ensure 2-1-1 has information about all of our programs and services, so any caller is likely to learn about our services to increase our referrals.
- By April 30, 2007, Jessica Martinez will give a presentation to all of the tenants on campus informing them about our programs. She will ask them to pass the information on to their clients.
- Kathy Armstrong will contact DSHS, Catholic Charities, and Spokane Mental Health to ask them to consider East Central programs for their clients. For example: DSHS can refer clients to the food giveaway and the parenting class offered by May 15, 2007.

Goal #2 – Build community awareness of East Central services and functions

- Daun Douglas will update all of our center brochures and ask our tenants to submit updated information about their services by April 30, 2007.
- Daun Douglas will require tenants to give a monthly service announcement for the ECCC Newspaper starting April 1, 2007.
- Kathy Armstrong will contact Channel 5 to set up an interview with center director by June 1, 2007 to air an information spot about East Central.

Goal #3 – Preserve and enhance existing programs

- Daun Douglas will work with the ECCO Board in identifying new partnerships with agencies or organizations throughout the months of May to September. (Also, Goal #1)
- Daun Douglas will actively recruit churches, businesses or groups to fund a limited teen program. (Also, Goal #1)
- Daun Douglas will meet with Joanne Benham, City Youth Director, to collaborate and explore opportunities to bring youth activities to the East Central Community Center. (Also, Goal #1)
- Daun Douglas will meet with the ECCO Board advisors to discuss a membership user fee for the gym and weight room to generate revenue by May 29, 2007.
- Daun Douglas will attend a grant writing workshop by December 31, 2007.
- By the end of May report the status of our grant progress to the ECCO Board for ease of planning.