Project CENTRL Strategic Plan 2019 - 2021

Vision: Rural Arizona is healthy, vibrant and sustainable.

Mission: To equip and empower leaders to meet the needs of rural Arizona.

Governance

- ✓ Lead based on shared board values.
- ✓ Work within a streamlined and transparent governance structure.
- ✓ Provide clear paths and opportunities for leadership and participation within the board.
- ✓ Ensure we empower capable staff with adequate finances to advance the mission.

Alumni Engagement

- ✓ Create a staffing position focused on alumni engagement.
- ongoing — Engage, listen & learn from alumni for what lifelong learning needs are important to them and their communities.
- ongoing — Support continuing alumni leadership development and program engagement.
- Incomplete — Ensure diversity of alumni and program inclusivity.

Finance

- ✓ Prioritize fundraising activities.
- ✓ Align an organizational budget to reflect the operational priorities including a staffing plan.
- ✓ Engage donors and sponsors throughout the year.
- Incomplete — Explore new revenue opportunites through partnerships and advanced leadership training programs.

Branding and Marketing

- ✓ Evaluate organization name.
- ✓ Update logo and brand image.
- Incomplete — Tell the story of program success – collect the stories and distribute through a variety of channels.
- ✓ Position the organization as the relevant organization empowering rural leaders through leadership training.

Outcomes:
The organization is recognized as a relevant and impactful organization that is making a difference for rural Arizona through the leadership programs and ongoing support network for alumni.

Foundation: Deliver the highest quality curriculum to the current class. Recruit the highest quality applicants from all over Arizona for the next class

Approved Oct. 2018. Status Update: Oct. 2020