

**INITIAL Quarterly Update Report**  
**Citizens Strategic Plan 2017-2020**  
**Month: MARCH, Year: 2017**

<b>Goal #5: To build the infrastructure needed to meet organizational goals, e.g. operations, technology, communications, quality assurance, marketing and alliances</b>					
<b>Tasks</b>	<b>Responsible</b>	<b>Start</b>	<b>Resources Required</b>	<b>Outcomes/Measures</b>	<b>Comments/Improvements</b>
5.1 Develop a report, by September 2017, evaluating current operational capacity	Joe Milone; Nicole Zerillo; Full Committee	4/1	Time of the Committee	<ul style="list-style-type: none"> <li>• Convene meetings with committee members</li> <li>• Invite additional committee members, where necessary</li> <li>• Report data on changing demographics of individuals (e.g., age, POMs) and evolving support needs, incident management, and service provisions</li> <li>• Complete brand environmental scan, including comparative matrix of competitors</li> <li>• Provide audit of existing internal and external communications channels and collateral</li> <li>• Review employee perception and satisfaction documents</li> <li>• Create comprehensive list of existing vendors and partner organizations that have volunteered, donated or expressed interest through our network</li> </ul>	<ul style="list-style-type: none"> <li>• First committee meeting held on Feb. 13. Those who could not attend integrated their insight into report documents through independent meetings with committee chairs; their feedback, along with this goal document, was shared with the group.</li> <li>• Second committee meeting held on June 5; assignments finalized.</li> <li>• Landing page created for committee member documents.</li> </ul>
5.2 By end of April 2018, assess findings and propose recommendations to address current and forthcoming infrastructure needs	Joe Milone; Nicole Zerillo; Full Committee	12/31/17	Time of the Committee	<ul style="list-style-type: none"> <li>• Compile updated report on recommendations for the sustainable development of new programs, staffing/training, opportunities to contract out services, quality benchmarks, organizational partnerships/affiliations, staff partnerships/affiliations, fundraising and grants, technology, as well as brand marketing communications – now and over the next three years</li> <li>• Present report of proposed tactical plan and budget to senior leadership and Board for approval</li> </ul>	

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5.3 Through August 2018, implement approved tactical plan while continuing to identify areas for sustainable development	Joe Milone; Nicole Zerillo; Full Committee	4/1/18	Time of the Committee; Budget	<ul style="list-style-type: none"> <li>• Implementation of approved tactical plan and benchmarks</li> <li>• Compile report with new recommendations for the sustainable development of new programs, staffing/training, opportunities to contract out services, quality benchmarks, partnerships/affiliations, fundraising and grants, technology, brand marketing communications – now and over the next three years</li> <li>• On an ongoing basis, present report of recommendations to senior leadership and Board for approval with tactical plan and budget</li> </ul>	
5.4 On a quarterly basis, compile measurement report sharing data on progress of newly developed infrastructure assets	Joe Milone; Nicole Zerillo; Full Committee	4/1/18	Time of the Committee	<ul style="list-style-type: none"> <li>• Compile measurement report</li> <li>• Use measurement report to inform, refine or expand existing recommendations</li> </ul>	