

MADISON EMERGENCY SERVICES ASSOCIATION (MESA)

STRATEGIC PLAN: 2020 – 2022

VISION ~ Building community by empowering our neighbors

MISSION ~ To be a resource for our Madison County neighbors in need

GOALS

Help Neighbors

Achieve Sustainability

Engage Community

Increase Visibility

Improve Systems

STRATEGIES

Meet clients' needs
Deliver relevant programs & services
Offer safe, healthy environments
Keep easy access to programs & services
Ensure a positive experience
Connect patrons to other support services
Respect diverse cultures & values
Respond timely & confidentially

Commit to financial leadership
Ensure vision & strategic goals
Monitor financial health consistently
Develop & execute strategic & resource development plans
Establish adequate reserves & do contingency planning
Advocate for MESA's mission
Collect & analyze data; use information to ensure success

Build stakeholders' trust & value
Create positive communication channels & open dialogue
Recognize supporters: staff, volunteers, donors, partners, grantors
Be responsive
Analyze stakeholders' needs & preferences
Gather & use feedback
Recruit, maintain, & involve a sufficient volunteer workforce

Capitalize on image & presence
Position MESA online: new Website & increased social media
Write descriptive materials to use
Nurture new & existing relationships
Communicate often: develop & disseminate data, reports, & results
Improve PR: increase participation in community events; invest in new signage

Govern effectively & set direction
Be flexible & seek new opportunities
Align resources to support mission
Plan for improvements
Identify & control risks
Execute leadership
Eliminate operational barriers
Measure performance
Maintain a safe, secure, & supportive work climate

VALUES ~ Community, Compassion, Dependability, Dignity, Empathy, Responsiveness, Servanthood