

Fall 2020—Community Organization FAM4351—Strategic Planning Assignment

This is an individual written assignment.

5 pages minimum in length (not including the title page or reference page)

Assignment: For this assignment you will create your own community organization that provides programs / services to children and families. Your organization can be similar to one that exists currently (a drop in center, a support group, a community based early learning program, a recreation or service club) but creativity is strongly encouraged. Think about the goal of your organization. Who does it serve? Where is it located? How long had it been operating? What is their structure? What is working and what is not? You will be creating a strategic planning for this organization (with help from its hypothetical/fictitious stakeholders).

Jot notes down as you are reflection on these questions. You will not be submitting your notes to me, but these notes will help you along the strategic planning process.

Divide your paper into the following section headings:

Introduction (1/2 page)

Your introduction is the basis of your paper. It establishes the context for your reader. Introduce the assignment and write a purpose statement (the purpose of this assignment is to...). Be sure to explain what will be included in the paper.

Summary of Your Fictitious Organization (1 ½ - 2 pages)

Introduce the reader to the community organization you have created. Tell the reader all the vital information about the organization, for example the stakeholders, services, location, structure, funding options etc. write this section as if the reader is absolutely clueless about the organization. Also, in this section tell the reader how you plan to engage with key stakeholders to gather pertinent information to complete the strategic plan (specifically the objectives, strategies, action plan and measurables section).

Vision & Mission (1/2 page)

You will write a vision and mission for your fictitious community organization in this section. Your vision and mission need to be clearly aligned with the offerings of the organization.

Objectives, Strategies, Action Plan & Measurables (1 ½ 2 pages):

This section is where you will introduce the reader to your objectives and then expand on the strategies, action plan and measurable. You will write a minimum of 2 objectives. For each objective you will have the following table.

OBJECTIVEspell it out here...
--

Strategies	Action Plan	Measurables
For each objective, you will be required to have 2 strategies.	For each strategy you will have the following items: - Action Steps - Resources Required - Follow up Items	For each strategy you will have 2 measurables. Measurables will be based directly on your action plan.
Example—Strategy 1	Example – - Action Steps - Resources Required - Follow up Items	Example – Measurable 1 Measurable 2
Example—Strategy 2	Example – - Action Steps - Resources Required - Follow up Items	Example – Measurable 1 Measurable 2

Conclusion (1 page)

It this section you will wrap up the assignment. The strategic planning process is complete. You have your objectives, strategies, action plan and measurable noted. How do you plan to share the results back with the stakeholders / organization / community? Reiterate any main points and remind the reader what was discussed in the paper. You will want to leave the reader satisfied.

Reference

Include a reference page where you list any references used within the paper.

Format: Typed, double spaced, 12 point font (Times New Roman or Arial), minimum five pages that includes the headings for each of the sections above. Page count does not include the cover page.

Community Organization FAM4351—Strategic Planning Assignment Rubric

Element	Expertise (3)	Approaching (2)	Developing (1)	Beginning Awareness (0)
Introduction	The introduction fully introduces the assignment; has clear purpose statement.	The introduction mostly introduces the assignment.	The introduction somewhat introduces the assignment.	The introduction is nonexistent or does not serve its function well.
Summary of the Community Organization	Shows a full understanding of the organization. Demonstrates material insight with detailed information.	Shows a good understanding of the organization with detail.	Shows a good understanding of parts of the organization and conveys surface details.	Does not seem to understand the organization very well.
Vision & Mission	Vision and mission are clearly aligned with the offerings of the organization. The vision and mission are reflective of the organization.	Vision and mission are aligned with the offerings of the organization. The vision and mission are reflective of the organization.	Vision and mission are aligned with the offerings of the organization.	Vision and mission are not aligned with the offerings of the organization.
Objectives	Objectives are aligned closely with the vision and mission. Objectives are comprehensive and follow the requirements.	Objectives are aligned with the vision and mission. Objectives are comprehensive and follow the requirements.	Objectives are aligned with the vision and mission.	Objectives are not aligned with the vision and mission and do not follow the requirements
Strategy Table	Action plan ideas are comprehensive and are based on the detailed understanding of the organization. The measurables are directly related to the action items. Meets all the number requirement for each table.	Action plan ideas are based on the detailed understanding of the organization. The measurables are directly related to the action items. Meets most of the number requirements.	Action plan ideas are based on the detailed understanding of the organization. Meets few number requirements.	Action plan table is incomplete and information is not aligned. Does not meet any requirements specified.
Conclusion	The conclusion is truly summative in nature and ties the strategic plan together in a tight and logical sequential manner.	The conclusion is summative in nature and mostly ties the strategic plan together in a logical sequential manner.	The conclusion is somewhat summative in nature.	The conclusion does not serve the intended purpose of tying the strategic plan together.
Creativity, Design & Layout	Very creative (2)	Creative (1)	Ordinary / routine (0.5)	Imitative (0)