

2017- 2018 Annual Strategic Plan



**Hillsborough
County** Florida

Diversity Advisory Council Tampa, Florida *Annual Strategic Plan*

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I. Introduction

This is a strategic plan for the Hillsborough County Diversity Advisory Council (DAC). Members that were tasked with completion of this strategic plan presented to the other members of the DAC and voted prior to final submission for the approval of the Board of County Commissioners (BOCC).

Approach

This plan is the product of strategic planning subcommittee meetings with members of the DAC. The group met several times prior to the submission of this strategic plan. Sunshine Laws were appropriately upheld prior to, during, and after each of the meetings.

Strategic Planning Methodology

This strategic plan is used to clarify the direction of the DAC. This will also be used to gain a better partnership with the BOCC and members of the community. The diagram in Figure 1 shows the circular relationship between the BOCC, DAC, and the community. Figure 2 shows the sections of the strategic plan.

Figure 1: Interaction between main stakeholders

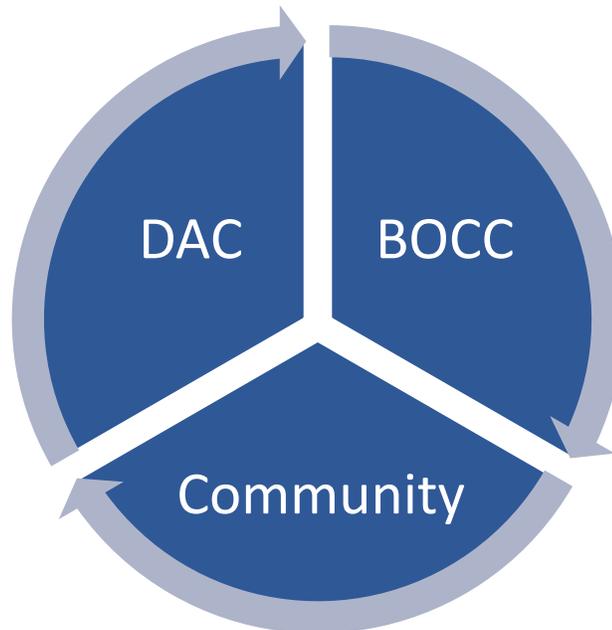


Figure 2: Strategic Plan Sections



The purpose of each section of the plan is as follows:

- **Strategic Intent:** This section identifies what the council is to accomplish during the period covered by the plan. It includes:
 - Mission – a description of the council’s desired outcome
 - Vision – a description of the end of the planning horizon
 - Guiding Principles – statements of value that help the council make decisions in fulfilling the plan.
- **Goals and Objectives** – specific, measurable, community-oriented accomplishments that collectively lead to the vision
- **Capability Improvement Plan:** This section describes, at a high level, the projects, the programs, and/or policies necessary to build or enable future capabilities.

II. Strategic Council Intent

The *strategic council intent* defines and outlines the organizational purpose of the stakeholder as reflected in each section.

Mission

The purpose and mission of the DAC is to ensure that the diverse needs and ideas of Hillsborough County residents are identified and communicated to government, organizations and the community at large in a timely manner so that their interests can be addressed without increasing the size of county government.

Vision

This council will be the go-to place for a cultural or ethnic group within Hillsborough County. The DAC will be their ears to hear the problem, their mind to consider the problem, and their voice to seek a solution from the BOCC.

Guiding Principles

In fulfilling the mission and vision, the DAC will use the following guiding principles when advising the BOCC. Members will also use these guiding principles when organizing or participating in events within the community.

1. Promote an inclusive environment for all members of the community.
2. Foster collaborative and cooperative integration that promotes awareness across different cultures.
3. Doing the most we can within the mandated scope of local government.
4. An unrelenting quest to advocate for the right of all diverse groups in the community.
5. Adhere to the motto, "As I am human, all things human are common unto me."
(Terence)

III. Goals and Objectives

The subcommittee decided that certain goals are necessary to ensure a successful DAC. The goals were designed to help promote the mission of the DAC.

Goal 1: Rebrand the image of DAC to foster greater community awareness.

Objectives:

- Design and perform strategic outreach and recruitment to reach all groups within Hillsborough County.

Actions:

- Synchronize outreach and recruitment activities across Hillsborough County.
- Foster and maintain relationships with members of the community who are instrumental in diverse groups.

Performance metrics:

- Continue to monitor social media outlets to track dispersion of important information.
- Continue to monitor the level of attendance at each of our meetings and events

Goal 2: Develop larger forum for community leaders to voice their concerns to the DAC.

Objectives:

- Invite community leaders to attend monthly meetings to educate the DAC of their concerns.

Actions:

- Use free media and social media to expand outreach.
- Schedule monthly updates from certain community leaders to provide continuous updates in certain populations.
- Determine the group that is not attending DAC meetings and set up meeting with community leaders to discuss future partnerships.
- Educate DAC members regarding representative groups.

Performance metrics:

- Obtain monthly breakdown of people who attend our meetings to assess if there are certain groups that might need to be informed of the DAC platform.
- Increase the number of attendees to the DAC meetings by 10 people per month for the remainder of the year.

Goal 3: Engage the Board of County Commissioners to partner with the DAC.

Objectives:

- Recruit the BOCC to engage in the DAC meetings to obtain greater insight into the diversity related problems of the residents in Hillsborough County.

Actions:

- Invite members of the BOCC or their assistants to the DAC monthly meetings.
- Provide the members of the BOCC or their assistants with monthly agenda, recap, and other reports as needed.
- Provide the BOCC with monthly advice pertaining to groups that have used the DAC as a forum to voice their concerns.
- Involve/Invite County Commissioners in playing a role in DAC events.
- Partner with BOCC members on sponsoring community fora.
- DAC members should attend Commissioners' Meetings.

Performance metrics:

- Monitor the attendance of members of the BOCC or their assistance.
- Submit monthly reports to the BOCC and monitor the rate at which this is done.
- Keep DAC members' attendance record for Commissioners' Meeting.

IV. Improvement Plan – Tactical Priorities

The improvement plan is used to identify the steps that would be needed to achieve the goals and objectives set forth in the strategic plan. With the combination of the goals and objectives the following are the most important priorities to the DAC. The traceability matrix will provide a checklist to accomplish the goals and objectives.

Priority 1: Increase community involvement

Priority 2: Provide larger forum

Priority 3: Engage BOCC to form a better partnership in diversity related matters.

Priority 4: DAC Co-sponsorship of BOCC event.

Traceability Matrix

A Traceability Matrix will help members of the DAC associate each priority with a related goal, action plan, and strategic context. This allows a breakdown of the priorities into tangible goals and action items. The strategic context would be used as a checklist to ensure that the priorities are met.

Priority	Goal	Action Items	Strategic Context
Increase community involvement	Rebrand DAC	<ul style="list-style-type: none"> Increase Outreach and Recruitment activities 	<ol style="list-style-type: none"> Annual diversity summit Youth mentor at local high schools. Attending other multicultural events
Provide a larger forum	Provide platform to voice concern.	<ul style="list-style-type: none"> Invite local community advocates to meetings. 	<ol style="list-style-type: none"> Record community members in attendance at monthly meetings. Increase attendance by 10 people per meeting
Engage the BOCC to foster a better partnership	Bring the BOCC to the table	<ul style="list-style-type: none"> Invite the BOCC to monthly meetings. Present at quarterly meetings on a regular basis. 	<ol style="list-style-type: none"> Obtain an attendance sheet of members of the BOCC who are present at the meetings. Chair will present updates to the DAC one month prior to quarterly BOCC meeting.
DAC co-sponsorship of BOCC event	Foster a better relationship between the DAC and BOCC.	<ul style="list-style-type: none"> Attend BOCC's Meetings 	<ol style="list-style-type: none"> Obtain an attendance sheet of members of the DAC who are present at the BOCC meetings. Allow our constituents to know of BOCC meetings and encourage them to attend.

V. Conclusion

This will be an annual report that can be updated as needed. Future additions and changes to the strategic plan will require a vote during our monthly meeting.