

Strategic Planning through Collaborative Design
Sample Strategic Plan (ICC - Ann Arbor)
NASCO Institute 2015

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ICC - Ann Arbor Partnerships Strategic Plan

Passed by Board of Directors: November 9, 2014

End Date: May 1, 2018

Project Leaders: Community Outreach Team (COT) Chair, Alumni Team Chair, VP for Education, General Manager (GM), VP for Diversity

Member Wish List

1. Address concerns of existing and potential municipalities regarding property taxes, zoning, etc.
2. Help anticipate changes in city codes and positions those changes to support ICC
3. Strengthen brand by becoming more public face of the community
4. Provide mechanisms and a path for alumni to fully engage and contribute
5. Offer an avenue for members to acquire skills and competencies and have those validated by external groups
6. Provide potential resources and supports partnership requirements for grant funding
7. Provide additional marketing channels

Long-term Strategic Objectives (4 years)

Establish a partnership system that will:

- P1: Define value propositions (i.e. features and benefits of engaging with the ICC) for all potential partners
- P2: Garner political support for ICC housing within key ICC municipalities (e.g. Ann Arbor/Ypsilanti) (aligns with Infrastructure)
- P3: Identify and nourish partnerships that will support the development of ICC as a model for cooperative/collaborative initiatives (other cooperatives, NASCO, nearby colleges, local businesses, etc.) and improve member experience
- P4: Create community engagement mechanism that provides members opportunities to network and participate in a variety of activities including service learning, direct volunteerism, and alumni/partnership mentoring
- P5: Establish alumni engagement as a pillar of the ICC community
- P6: Support alumni investment initiatives and capital campaign (overlaps with Financial)
- P7: Align partnerships with potential grant funding

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Annual Plans (see Project Plans for detail)

Annual Objectives (2014-2015)
1. Brainstorm possibilities for a constant and institutionalized ICC Partnership and Alumni function(s) (team or committee etc.) and adopt any necessary Standing Rule revisions (P4) – Community Outreach Team (COT), Alumni Team, Coordinating Committee CoCo), Board of Directors
2. Leverage current Community Outreach Team purpose statement, value propositions, and processes to define partnership development system (P3, P4) – COT
3. Draft value proposition template for internal and external use (P1, P3) – ReCo, COT
4. Align and integrate “volunteer hub” with web presence (P4) – COT, Web Team
5. Continue to provide “one-off”, ad hoc volunteer opportunities and/or community education opportunities for ICC members (P4) – COT
6. Strategically research and select at least two grants for which to apply in order to fund accessibility project in partnership with Infrastructure project team, create grant writing project plans (P7) – DivCom
7. Begin to develop alumni mentorship system (P3, P5) – Alumni Team, EdCom, DMS
8. Begin to develop House Reunion program (P5, P6) – Alumni Team
9. Continue to work with on-campus and community partners to organize and offer workshops around issues of safe space, mental health, effective communication and sexual assault prevention (P3) – DivCom, DMS
10. Begin to form and develop robust, lasting, personal connections with on-campus and community partners focused on issues of safe space, mental health, effective communication and sexual assault prevention (P3) – DivCom, GM, DMS, Staff Team
11. Explore at least one opportunity for partnership or collaboration with another cooperative agency, in addition to sending members to NASCO Institute – GM, ICC President

Annual Objectives (2015-2016)
1. Establish constant and institutionalized ICC Partnership function (team or committee etc.) and adopt any necessary Standing Rule revisions (P3) – COT, Coordinating Committee, Board of Directors
2. Identify and pursue two key partners based on COT process (P3) – COT, GM
3. Strategically select and apply for at least two grants in order to fund accessibility project in partnership with Infrastructure project team (P7) – DivCom
4. Maintain and evaluate avenues to advertise for and receive donations from alumni/donors, including social media (P6) – Alumni Team, ReCo, GM, involve and inform DFS
5. Implement Alumni Mentorship program (P5, P6) – Alumni Team
6. Implement House Reunion program (P5, P6) – Alumni Team
7. Develop project plan for capital campaign (P6) – Alumni Team, GM
8. Continue to form and maintain robust, lasting, personal connections with on-campus and community partners focused on issues of safe space, mental health, effective communication and sexual assault prevention (P3) – DivCom, GM, DMS, Staff Team
9. Establish pattern of engagement in City Government; create directory of contacts in / affiliated with Ann Arbor government (P2) – GM
10. Explore at least one opportunity for partnership or collaboration with another cooperative agency, in addition to sending members to NASCO Institute – GM, ICC President

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Annual Objectives (2016-2017)
1. Continue to develop alumni mentorship system (P5, P3) – Alumni Team
2. Continue House Reunion program (P5, P6) – Alumni Team
3. Strategically select and apply for at least two grants, potentially in partnership with Infrastructure project team (P7) – TBD
4. Begin capital campaign; conduct targeted advertising and outreach to fundraise from alumni and donors (P5, P6) – Alumni Team, GM, ReCo
5. Identify and pursue two key partners based on COT process (P3) – COT, GM
6. Continue pattern of engagement in City Government; maintain directory of contacts in / affiliated with Ann Arbor government (P2) – GM
7. Explore at least one opportunity for partnership or collaboration with another cooperative agency, in addition to sending members to NASCO Institute – GM, ICC President

Annual Objectives (2017-2018)
1. Institutionalize alumni mentorship system (P5, P3) – EdCom, DMS, Alumni Team
2. Strategically select and apply for at least two grants, potentially in partnership with Infrastructure project team (P7) – TBD
3. Review and update, if necessary, value proposition templates for internal and external use (P1) – ReCo, COT
4. Continue capital campaign; conduct targeted advertising and outreach to fundraise from alumni and donors (P5, P6) – Alumni Team, GM, ReCo
5. Continue pattern of engagement in City Government; maintain directory of contacts in / affiliated with Ann Arbor government (P2) – GM
6. Explore at least one opportunity for partnership or collaboration with another cooperative agency, in addition to sending members to NASCO Institute – GM, ICC President