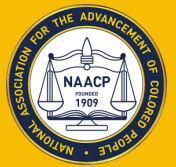


NAACP Florida State Conference Strategic Plan 2020 & Beyond



Mission Statement

(What is our purpose?)

The mission of the National Association for the Advancement of Colored People (NAACP) is to secure the political, educational, social, and economic equality of rights in order to eliminate race-based discrimination and ensure the health and well-being of all persons.

Vision

(Where are we going?)

The vision of the National Association for the Advancement of Colored People is to ensure a society in which all individuals have equal rights without discrimination based on race.

Organizational Objectives

(How do we operate?)

- To ensure the political, educational, social, and economic equality of all citizens.
- To achieve equality of rights and eliminate race prejudice among the citizens of the United States.
- To remove all barriers of racial discrimination through democratic processes.
- To seek enactment and enforcement of federal, state, and local laws securing civil rights.
- To inform the public of the adverse effects of racial discrimination and to seek its elimination.
- To educate persons as to their constitutional rights and to take all lawful action to secure the exercise thereof, and to take any other lawful action in furtherance of these objectives, consistent with the NAACP's Articles of Incorporation and this Constitution.

Competitive Advantages

(What do we do best?)

- Statewide footprint of more than 143 units which includes adult branches, college chapters, and youth councils
- Dedicated volunteer network of more than 11,000 members in Florida
- Strong historical foundation and solid leadership structure

Organizational Goals and Metrics

(How will we get there?)

Strategy One

Financial Sustainability

- Goal: Grow our revenue and grant dollars within 2 years.
Target/Measure – Increase revenue by \$200,000.
- Goal: Grow our grant funds within 2 years.
Target/Measure – Increase grant dollars by \$20,000.
- Goal: Re-engage and highlight the President's Corporate Advisory Board.
Target/Measure – Adding new corporations and Florida-based businesses.

Strategy Two

Membership Sustainability

- Goal: Grow our regular adult memberships within 2 years
Target/Measure – Increase regular adult memberships by 8,000 statewide.
- Goal: Grow our adult life memberships within 2 years
Target/Measure – Increase adult life memberships by 1,000 statewide.
- Goal: Grow our youth regular memberships within 2 years
Target/Measure – Increase youth life memberships by 400 statewide.
- Goal: Grow our youth junior life memberships within 2 years.
Target/Measure – Increase youth life memberships by 300 statewide.

Strategy Three

Administrative Support and Operations

- Goal: Develop and maintain an infrastructure that supports a virtual office or physical along with efficient overhead.
Target/Measure – Selection of virtual office support or physical office support

Strategy Four

State Executive Committee Governance & Accountability

- Goal: Meet monthly.
 1. Target/Measure – Hold 1 State Executive Committee Meeting per month
 2. Target/Measure – Hold 1 Quarterly Branch Presidents Roundtable w/ FSC Leadership
 3. Target/Measure – Hold 1 Monthly Call w/ State 1st Vice-President & All Vice-Presidents and Area Directors on unit issues
 4. Target/Measure – Hold Monthly FSC Committee Chair Call w/ branch chairs and interested members

Summary of Core Strategies

(What are the core functions of the organization?)

The six NAACP Game Changers below address the major areas of inequality facing African Americans that are the focus of the NAACP's work.

Voting Rights and Political Representation

Protect and enhance voting rights and fair representation

Expanding Youth and Young Adult Engagement

Expand the presence of youth consciousness in every aspect of the Association through significant attention to expanding engagement with key age demographic (1979 and after).

Education

A free, high-quality, public education for all

Economic Sustainability

A chance to live the American Dream for all.

Public Safety and Criminal Justice

Equitable dispensation of justice for all

Health

Health equality for all Americans including a healthy life and high-quality health care.

Strategy Five

Branch Sustainability & Training

- Goal: Provide resources and opportunities to ensure unit sustainability.
 1. Target/Measure – Increase in compliant adult branches, college chapters and youth councils
 2. Target/Measure – Hold 1 Monthly All Unit Call
 3. Target/Measure – Hold at least 1 mandatory training session for all adult branches, college chapters and youth councils
 4. Target/Measure – Completion of Branch Emergency Management Plans
 5. Target/Measure – Completion of Branch Historical Project

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Programmatic Goals and Metrics

(How will we measure programmatic success?)

Afro-Academic, Cultural, Technological and Scientific Olympics (ACT-SO)

- Target/Measure: # of Branches with ACT-SO Programs
- Target/Measure: # of Branches who send students to compete nationally

Armed Services and Veterans' Affairs

- Target/Measure: # of complaints received
- Target/Measure: # of meetings with veteran-related agencies and organizations
- Target/Measure: # of armed services and veteran's events

Communications, Press and Publicity

- Target/Measure: # of press releases created
- Target/Measure: # of op-eds created
- Target/Measure: # of tweets
- Target/Measure: # of Facebook posts

Community Coordination

- Target/Measure: # of joint events with partners
- Target/Measure: # of presentations to partnering organizations
- Target/Measure: # of new members as a result of MOUs

Congressional & Legislative Affairs

- Target/Measure: # of meetings with members of the legislature
- Target/Measure: release of legislative priorities

Criminal Justice

- Target/Measure: # of meetings on judicial discretion in sentencing
- Target/Measure: # of advocacy and/or communications on ending racial disparities at all levels

Economic Development

- Target/Measure: # of events
- Target/Measure: # of government or private sector meetings
- Target/Measure: # of reports and/or statewide report card release

Education

- Target/Measure: # of college/career readiness events
- Target/Measure: # of meetings on zero tolerance with local school districts
- Target/Measure: # of meetings on multi-lingual curriculum in schools

Environmental/Climate Justice

- Target/Measure: # of issues reported

Finance

- Target/Measure: creation of annual budget
- Target/Measure: internal audit conducted

Freedom Fund

- Target/Measure: dollars raised for the event
- Target/Measure: # of attendees
- Target/Measure: # of new memberships from Freedom Fund event

Health

- Target/Measure: # of events on affordable healthcare
- Target/Measure: # of events on cardiovascular disease, diabetes, obesity, HIV/AIDS

Housing

- Target/Measure: # of events held
- Target/Measure: advocacy to oppose restrictive practices
- Target/Measure: # of complaints

International

- Target/Measure: # of advocacy issues

Labor and Industry

- Target/Measure: advocacy on vocational & apprenticeship programs
- Target/Measure: # of meetings on eliminating discriminatory employment practices

Legal Redress

- Target/Measure: # of complaints
- Target/Measure: # of complaints referred to outside agency

Membership and Life Membership

- Target/Measure: launch/promotion of statewide membership campaign
- Target/Measure: # of new members
- Target/Measure: # of new life members
- Target/Measure: # of youth life members

Political Action (Civic Engagement)

- Target/Measure: # of voter registrations

Prison Branch

- Target/Measure: # of active branches

Religious Affairs

- Target/Measure: # of events for membership

Strategic Planning

- Target/Measure: delivery of quarterly updates

Women in NAACP (WIN)

- Target/Measure: # of events held

Young Adult

- Target/Measure: # of new young adult members
- Target/Measure: # of new committee chairs

Accountability & Implementation

(How we make strategy a habit?)

FSC Strategic Planning Committee Oversight.
Progress Reports at each FSC Quarterly Meeting.
Monthly Branch Reports including updates on all programmatic metrics.

The success of this plan requires the leadership and commitment from all members including our State President, State Executive Committee, FSC Strategic Planning Committee, Adult Branches, College Chapters and Youth Councils.