

Chicago Voyagers 2025 Strategic Plan

adopted Spring 2020

Our 2025 Strategic plan is to create a long term self-sufficient organization that will exist and thrive long after all of the current staff and board are part of the organization.

Our plan is based around our six main strategic areas of operations we have focused on since near our beginning. Each has elements which support the over-all strategic goal. Some of key areas from the attached sheets are:

Administration

- Create plan for the roles in the organization needed to support transitions, especially in the Executive Director role.
- Create Key Process Indicators to measure the effectiveness of the organization

Programs

- Create materials to be efficient in programs: partner profile, staff training guide, summary
- Evaluate adding family programming

Resource Development

- Create multi-year development plan
- Create plan to engage corporations in our work

Marketing

- Evaluate and create marketing opportunities to increase exposure and revenue
- Bring on marketing agency or key expertise onto the staff and also onto the board

Board/Volunteer Development

- Create volunteer management process
- Continue to grow board

