[insert Coalition name] Strategic Plan [insert year]

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Plan Prepared by:

[insert]

[insert]

[insert]

[insert]

[insert]

[insert]

Plan Approval Date:

[insert]

# Executive Summary

[As a guide, you can answer the following questions, as relevant to your coalition. Try to keep the summary to one page.

1. What is the mission/vision/purpose of your coalition?
2. Why did the coalition create the strategic plan?
3. What process did you use to create the plan? (See the Strategic Plan Background section below.)
4. What priorities and contributing factors were selected?
5. What are “next steps” – how will it be implemented? How will progress be monitored? How will it be updated?
6. Is there anyone to thank – funders, supporters, fiscal agents, people you interviewed?]

# The [insert coalition name]

## Mission

[insert the coalition’s mission, vision, purpose and/or elevator speech]

## History

[Insert a brief history of the coalition’s development. As a guide, you can answer the following questions, as relevant to your coalition:

1. When did the coalition form?
2. Who formed the coalition or what brought it together?
3. Why did the coalition come together?
4. Does the coalition use any particular organized framework? Has this changed over time?
5. Who is on the coalition (sectors)?
6. What are some key accomplishments to date?]

# Strategic Plan Background

## Strategic Planning Process:

The Strategic Planning Workgroup first met in [insert month/year] to create a roadmap for engaging in the strategic planning process (see Appendix). The coalition used the Coalitions Lite Framework from the Salt Lake County Health Department, a multi-phased strategic planning process that provides a steam-lined approach to making data-informed decisions. Over [insert number] months, the workgroup collected information to identify the needs of the community, identified existing resources to leverage in meeting those needs, and selected strategies to impact the unmet needs. During the planning process, the coalition strove to identify strategies that:

* Support the mission and vision of the coalition;
* Address real community needs and opportunities;
* Are pragmatic enough to succeed with the limits and resources of the coalition;
* Are ambitious enough to make a difference in the community; and
* Unite rather than divide the community and member organizations.

This Strategic Plan represents the outcome of this effort and provides guidance for the coalition’s endeavors as we work with the community to [insert reference to mission].

[If this is an update of an existing strategic plan, explain when the previous plan was done.]

## Strategic Plan Workgroup:

[insert]

[insert]

[insert]

[insert]

[Insert your final “Planning Process Timeline” initially created in Meeting #1.]

# Strategic Priorities overview

The planning process resulted in [insert number] prioritized issues. This Plan focuses on strategies that directly impact the contributing factors – or core reasons why these issues are happening in your community.

[As an alternative or addition to this section, you could insert a clean copy of your final Strategy Overview Tool.]

## Strategic Priority #1: [Insert priority issue]

(for example: High rates of depression among teens and young adults in their 20s, particularly among Latino youth)

### *Contributing Factors:*

[Insert the contributing factors for this issue you are *focusing on* in the strategic plan (column 1 from your final Strategy Overview Tool). You can do this in paragraph or bullet point form.]

### *Community Resources:*

[Insert the existing resources for this issue you considered when selected strategies for this priority (column 2 from your final Strategy Overview Tool). You can do this in paragraph or bullet point form.]

### *Strategies:*

[Insert the strategies you selected to address this issue (column 3 from your final Strategy Overview Tool). You can do this in paragraph or bullet point form. This should be a *brief* description of the strategies. For example, “Media campaign to increase awareness of how to effectively handle stress targeted” or “Partner with the County to increase the reach of their free teen mental health classes.”]

### *Rationale for Selection:*

[Insert a brief description of your reasons for selecting the strategic priority, the contributing factors, and the selected strategies (see your Meeting Minutes from meetings 3 and 4).]

### *Expected Change:*

[Insert the change or impact you expect to see for this issue and its contributing factor (column 4 from your final Strategy Overview Tool). You can do this in paragraph or bullet point form. Don’t forget to also include the overall goal of changing the priority (i.e., Decreased rates of depression among teens and young adults in the 20s, especially among Latino youth).]

## Strategic Priority #2: [Insert priority issue]

### *Contributing Factors:*

[Insert the contributing factors for this issue you are *focusing on* in the strategic plan (column 1 from your final Strategy Overview Tool).]

### *Community Resources:*

[Insert the existing resources for this issue you considered when selected strategies for this priority (column 2 from your final Strategy Overview Tool).]

### *Strategies:*

[Insert the strategies you selected to address this issue (column 3 from your final Strategy Overview Tool).]

### *Rationale for Selection:*

[Insert a brief description of your reasons for selecting the strategic priority, the contributing factors, and the selected strategies (see your Meeting Minutes from meetings 3 and 4).]

### *Expected Change:*

[Insert the change or impact you expect to see for this issue and its contributing factor (column 4 from your final Strategy Overview Tool).]

# Appendix

Include supplemental Appendix documents here. These are documents that provide supporting detail to the plan. They would most likely be useful for the coalition’s internal use (grant writing, future strategic planning processes). Documents you could include:

* Coalitions Lite Process Plan (created in Meeting 1)
* Meeting Minutes
* Data Summary Tools
* Interview Planning Form
* Data sources you used for selecting your strategies