



STRATEGIC PLAN

**COASTAL COMMUNITY ACTION PROGRAM
2017-2021**

A MESSAGE TO OUR STAKEHOLDERS

We at Coastal Community Action Program (CCAP) are firm in our commitment to promoting personal independence and providing opportunities for the less fortunate in our community. By treating people with respect, identifying community needs, and advocating creative solutions, CCAP is having a greater impact on Grays Harbor and Pacific counties than ever before.

The management and staff at CCAP takes its mission very seriously, and are constantly looking for ways to improve. This Strategic Plan provides a roadmap for us to identify goals and reach them. It is a broad framework that will help guide us and ensure that our impact on the community continues to grow, while being excellent stewards of the funds that are entrusted to us.

We are excited about the direction of the organization, and grateful for the opportunity to help improve the lives of the clients that we serve. This work could not be done without the support of the communities that we serve. We look forward to the next five years of striving to make Grays Harbor and Pacific counties better places to live.

KEN ALBERT
Chair, Board of Directors

CRAIG DUBLANKO
Chief Executive Officer

MANAGEMENT TEAM:

LUCY MACHOWEK
NORA LEBLANC
JOHN O'LAGUE

INTRODUCTION

The Strategic Plan of Coastal Community Action Program (CCAP) focuses on four key areas to establish goals and ensure that we perform our services at the highest level possible. Through a focus on sustainability we seek to identify potential sources of revenue, and get the most out of each dollar. Our commitment to community impact allows us to identify areas where we may be able to do more while improving existing services. Our clients and staff deserve an excellent corporate culture that creates a positive and welcoming atmosphere for all individuals. Finally, we seek to empower our clients by going above and beyond to meet their needs and address issues in their lives.

SUSTAINABILITY

COMMUNITY IMPACT

CULTURE

EMPOWERMENT



SUSTAINABILITY

Coastal Community Action Program is financially sound and operates programs aligned with the mission and values of the organization.

Grow the operational reserve of unrestricted revenue to further our mission.

- Effective/efficient management of unrestricted revenue generating projects.
- Explore strategic opportunities to increase unrestricted revenues.
- Continue to build a pipeline of ideas and potential projects.

Manage and leverage current resources to obtain additional funding through trending opportunities.

- Continue to manage and fulfill the requirements of existing grants and contracts with excellence.
- Seek and respond to trending opportunities within the mission of the organization.



COMMUNITY IMPACT

Coastal Community Action Program appreciates the communities that it serves, and continuously strives to make them a better place to live.

Position ourselves to be able to address community issues and needs as they arise.

- Be actively engaged, and build relationships, in order to be the principal agency in identifying and serving community needs in Grays Harbor and Pacific Counties.

Mission-driven program development.

- Identify and/or expand programs that help individuals in our community reach their full potential.
- Enhance the fluidity of services delivery, on behalf of clients, between program areas.
- Quickly and creatively respond to new funding opportunities.

Economic Development

- Maximize limited resources to make a lasting impact on the local economy.
- Increase organization's financial resources to further our mission.



CULTURE

Coastal Community Action Program recognizes that the staff is its greatest asset, and strives for a culture where employees feel empowered, informed, and appreciated.

Continually work to ensure an excellent corporate culture.

- Transparency and communication throughout the organization.
 - Provide staff with opportunities for development and growth.
 - Create a positive culture of respect and integrity.
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Maximize the diversity, contribution, and strengths of all employees.

- Support all staff in a positive manner.
 - Provide resources necessary to help staff be successful.
 - Foster teamwork and celebrate achievements.
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Effective leadership organization-wide.

- Leadership team serves as a model of the organization's values.
- Create a culture of trust and relationships that effectively realizes success and mentorship.



EMPOWERMENT

Coastal Community Action Program is recognized as an essential leader on complex issues facing vulnerable individuals and families, and seeks to empower these individuals through support of innovation, partnership, and service

Help clients succeed, and break the cycle of poverty, in all areas of their lives.

- Provide creative solutions and resources that go beyond the programs that CCAP offers.
- Continuously offer clients encouragement and a sense of hope.

Treat all clients with dignity and respect.

- Empower clients and treat them as partners.
- Create a welcoming environment that helps minimize barriers for clients.
- Customer service model reminds staff to have perspective, and put themselves in the client's shoes.

MISSION STATEMENT

Coastal Community Action Program is dedicated to enhancing the quality of life of families, the elderly, children and youth, and people with disabilities in Grays Harbor and Pacific Counties.

VISION

To be a resource to the community that alleviates poverty, provides assistance and enhances the overall quality of life.