

# SAN FRANCISCO COLLABORATIVE AGAINST HUMAN TRAFFICKING



## SFCAHT 2015-2016 Strategic Plan

Tuesday, May 19, 2015

### I. PRIORITY GOALS AND MAJOR STRATEGIES

#### 1. INCREASE EFFICIENCY OF OPERATION AND GOVERNANCE

To be addressed through the following strategies:

- a. Strengthen the Collaborative Structure
- b. Define the Collaborative Vision and Purpose
- c. Clarify Roles and Responsibilities
- d. Expand Membership Involvement
- e. Utilize Volunteer Force
- f. Increase Visibility
- g. Secure Funding

#### 2. IMPROVE PROGRAMING

To be addressed through the following strategies:

- a. Strengthen the Annual Planning Process
- b. Implement Innovative Programing
- c. Explore New Areas of Programing
- d. Increase the Value of Presented Information
- e. Outreach to New Audiences
- f. Improve Publicity
- g. Increase Participation in Programs

### II. STRATEGIC ACTIONS

#### 1. STRENGTHEN THE COLLABORATIVE STRUCTURE

- a. Prepare an election of the Co-Chairs for new term
- b. Establish/maintain the following committees to carry out the strategic actions:
  - Steering Committee
  - Policy Committee
  - Education Committee
  - Membership Committee

- Development Committee
  - Public Relations Committee
  - Program Committee
- c. Form a Volunteer Management Task Force to meet the need for volunteers. Develop a volunteer position description.
- d. Provide descriptions of committees and committee members involvement

## **2. IMPLEMENT STRATEGIC ACTIONS**

Committees to implement the following actions in the areas of their responsibilities:

### **STEERING COMMITTEE**

- a. Select Master Calendar Coordinator
- b. Develop Master Calendar

### **MEMBERSHIP COMMITTEE**

- a. Implement membership rules, which increase members' effectiveness through a collective action and provide them with the following membership benefits:
  - Vote at general and committee meetings
  - Add items to the meeting agenda
  - Disseminate/receive information at SFC AHT meetings & events
  - Distribute information via SFC AHT's mail chimp list
  - Post information on SFC AHT's website and Facebook page
  - Include information about events in the SFC AHT's monthly calendar of events
  - Include news and announcements in the SFC AHT's monthly newsletter (SFC AHT Weekly)
  - Receive collaborative support for campaigns and other actions
  - Utilize SFC AHT's volunteer support
  - Obtain complementary access to resources
  - Obtain free access to events
  - Receive legislative update
- b. Apply Membership Fees to all members:
  - Annual membership for organizations - \$100
  - Annual membership for individuals - \$10
  - 1-year fee waiver for organizations due to hardship
  - Membership term for the fiscal year July 1 – June 30 of the following year

- c. Digitize and update the application and membership form

#### DEVELOPMENT COMMITTEE

- a. Seek funding for SCAHT's operation and activities by:
  - Soliciting donations: utilize the donate button on website, asks at events, underwriting
  - Grant applications
  - Seeking sponsors for specific campaigns
- b. Explore ways to develop ability to provide funding/development assistance to members by:
  - Distributing mini grants under discussion
  - Consulting members in regard to grant applications

#### PROGRAM COMMITTEE

- a. Plan and coordinate:
  - Anti-Human Trafficking Awareness Month
  - Anti-Human Trafficking Fall Conference
  - Programs at Quarterly General Meetings
- b. Survey membership and partners on programming ideas
- c. Expand outreach to new audiences
- d. Explore involving new partners in programming

#### PUBLIC RELATIONS COMMITTEE

- a. Explore ways to increase SCAHT's visibility via:
  - Improving event PR
  - Media publications
  - Press releases
  - Website and social media
- b. Recruit a volunteer fellow/intern
- c. Create Speakers Bureau

#### EDUCATION COMMITTEE

- a. Develops and coordinates training activities utilizing the SCAHT's multi-agency resources
- b. Recruits speakers for the Speakers Bureau

#### POLICY COMMITTEE

- a. Oversees policy initiatives of SCAHT
- b. Provides frequent and continued update on relevant policies and legislation