

STRATEGIC PLAN

2025 - 2027

Goals	Responsible Party	Evidence	Completion Date
<p>Revise Policies and Procedures</p> <ul style="list-style-type: none"> Review, revise, and align Policies with Bylaws Obtain NW Board Approval Post on website Share with all Neighborhood Coordinators and Mailbox Captains 	<p>Executive Director and Executive Assistant with assistance from all Directors</p>	<p>NW Board approval of revised Policies and Procedures</p>	<p>Ongoing</p> <p>Documents are reviewed and updated on an as needed basis</p> <p>Website is continually being updated and revised</p>
<p>Update and Streamline Coordinators and Captains Roles and Responsibility Trainings</p> <ul style="list-style-type: none"> Revise training materials Provide training to all Coordinators and Captains Add Master list to Coordinators' Training Master List 	<p>Training Coordinator with assistance from all Directors</p>	<p>Revision of Coordinator and Captains completed materials uploaded to website</p> <p>Trainings provided to all Coordinators and Captains</p>	<p>Ongoing process of training new Coordinators and Captains</p>
<p>Review and Revise Welcome Packets</p> <ul style="list-style-type: none"> Develop and define process Revise Welcome Packets including a digital version for New Residents and Captains to access on the website 	<p>Welcome Packet Coordinator and Executive Director with assistance from all Directors</p>	<p>Welcome Packets revised including a digital version of the Welcome Packets completed and uploaded</p>	<p>Ongoing Review for needed updates</p>

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<p>Update & Improve New Resident Orientation</p> <ul style="list-style-type: none"> Review and update New Resident Orientation Process Make changes and implement as needed 	<p>NRO Coordinator with assistance from all Directors</p>	<p>NW Board Approval of New Processes implemented and evaluated</p>	<p>Ongoing process</p>
<p>Recruit /Train Directors, Coordinators, and Captains.</p> <ul style="list-style-type: none"> Honor All Volunteers Review and improve recruitment process Revise recruitment brochures and other pertinent materials Include team building training Highlight and include stories and testimonials in recruitment materials Add “hand-on” training in alternate technologies, i.e., iPad Implement the Annual Volunteer Appreciation Celebration Formalize mentorship for new directors 	<p>Recruiting Coordinator, Director of Volunteer Records, and Executive Director with assistance from all Directors</p>	<p>All recruitment brochures and materials completed and approved by NW Board.</p> <p>New Coordinators/ Captains continue to be recruited to fill empty positions.</p> <p>Volunteer records are updated as changes occur. March 31 annually is new cut off date to honor volunteers.</p>	<p>Ongoing process to update training processes and to continually update & m</p> <p>Maintain volunteer records.</p>

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<p>Revise and Update NW Website</p> <ul style="list-style-type: none"> Assess needs of website Provide trainings and information on website Review and update content on an ongoing basis. Designate “back-up” person for webmaster 	<p>Executive Assistant and Executive Director with assistance from all Directors</p>	<p>NW Board approval and evidence of ongoing revisions and updates</p>	<p>Ongoing process</p>
<p>Develop Operations Manual (OM)</p> <ul style="list-style-type: none"> Review and update Operations Manual Train all directors on Operations Manual Move Operational Manual to Google Docs 	<p>Executive Assistant, with assistance from all Directors</p>	<p>Operations Manual updated</p>	<p>Ongoing process</p>
<p>Support National Night Out</p> <ul style="list-style-type: none"> Review and revise process as need Continue to raise safety and security awareness within the community Improve “Kick-Off” event Increase communication prior to Kickoff 	<p>NNO Coordinator with assistance from all Directors</p>	<p>NNO to be held the first Tuesday in October Annual Event held</p>	<p>Ongoing process</p>

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<p>Increase visibility and community outreach</p> <ul style="list-style-type: none"> Expand community awareness Promote Vial of Life Increase safety events Determine Annual Promotion theme and strategize how to implement theme Develop emergency preparation webpage with links to relevant information 	<p>Directors, coordinators, mailbox captains</p>	<p>New promotion implemented</p>	<p>Ongoing</p>
<p>Increase communication and feedback</p> <ul style="list-style-type: none"> Send out flyers highlighting volunteers, events, safety tips Interview residents to determine their knowledge of Neighborhood Watch. 	<p>Directors</p>	<p>Survey Monkey results</p> <p>Evaluation of information gained to improve NW communication and effectiveness</p>	<p>Ongoing</p>
<p>Ensure accuracy of DVR Master List</p> <ul style="list-style-type: none"> Explain importance of the list to all involved in SCLH Neighborhood Watch Train coordinators on importance of accuracy of the Master List 	<p>Directors and coordinators</p>	<p>Accurate and current Master List</p>	<p>Ongoing</p>