

2024 One Page Strategic Plan

<p>VISION: Create vibrant communities throughout Georgia to help break the cycle of intergenerational poverty.</p> <p>MISSION: Establish and support innovative programs, solutions, and research aimed at building vibrant, economically prosperous, and well-managed cities in Georgia.</p>		
<p>OBJECTIVE Develop and implement programs and initiatives that attract funding and collaboration partners to make a positive impact on Georgia cities.</p>	<p>STRATEGIES</p> <p>1. Engage Cities and Donors to support programming in the areas of Youth Leadership Development, Municipal Workforce Development, Equity and Inclusion, and Literacy Improvement.</p>	<p>PLANS</p> <p>1a. Update materials/messaging for key stakeholders to use with prospective cities and donors</p> <p>1b. Continue to review priority list of programs/cities to engage</p> <p>1c. Refine priority list of donors to engage</p> <p>1d. Design and implement plans for outreach and education, with strong board support and involvement</p>
<p>GOALS</p> <ul style="list-style-type: none"> • Expand programming and initiatives in each of the four areas of focus in 2024. <ul style="list-style-type: none"> ○ Workforce & Economic Development ○ Youth Leadership and Engagement ○ Equity and Inclusion ○ Literacy Improvement • Achieve fundraising target based on GCS Fundraising Plan • Identify and convene partners in at least one area of focus to discuss how to leverage the impact of GCS programs and initiatives. 	<p>2. Continue to create early wins in our key focus areas. Make a positive impact and set the stage for bigger things.</p>	<p>2a. Continue E&I training, technical assistance, and community dialogue facilitation</p> <p>2b. Develop a “first revision” of the Equity and Inclusion Commission’s final report to align with the mission, goals, programs, and initiatives carried out by GMA/GCS as guided through the Equity and Inclusion Advisory Council.</p> <p>2c. Increase the number of city sponsored Youth Advisory Councils and establish a grant program as funding becomes available.</p> <p>2d. Add a new cohort of cities in the Jobs With Purpose Municipal Workforce Development program and establish a grant program as funding becomes available</p> <p>2e. Implement the Literacy Improvement Strategy Cohort and expand the Mayors Reading Club program</p> <p>2f. Update the inventory of existing programs within GCS areas of focus that could be replicated and scaled and identify those than can be monetized.</p>
	<p>3. Develop and establish a timeline to implement longer-term, sustainable, game changing programs. Create transformational programs after meaningful partnership and funding commitments are secured.</p>	<p>3a. Continue to coordinate with partners to create an “Academy” for municipal workforce pipeline beginning at grade school level</p> <p>3b. Establish a youth leadership development initiative.</p> <p>3c. Explore creating holistic programs to break the cycle of intergenerational poverty based on research</p> <p>3d. Implement the Equity and Inclusion Commission’s long-term recommendations as established by the Advisory Council</p>

2024 One Page Strategic Plan

	<p>4. Tell our Story. Build awareness and support of the mission of GCS among Georgia’s influential public, private and non-profit leadership.</p>	<p>4a. Develop a compelling brand development, marketing and engagement strategy</p> <p>4b. Hold or participate in symposiums to strategically convene thought leaders to discuss GCS priority issues</p> <p>4c. Continue to shine a light on our success – formally and informally</p> <p>4d. Implement the GCS Ambassador Program</p>
--	---	---