



Strategic Planning Map

2023-2025

Mission

Disability Network West Michigan equips, educates, and advocates for accessible communities for all.

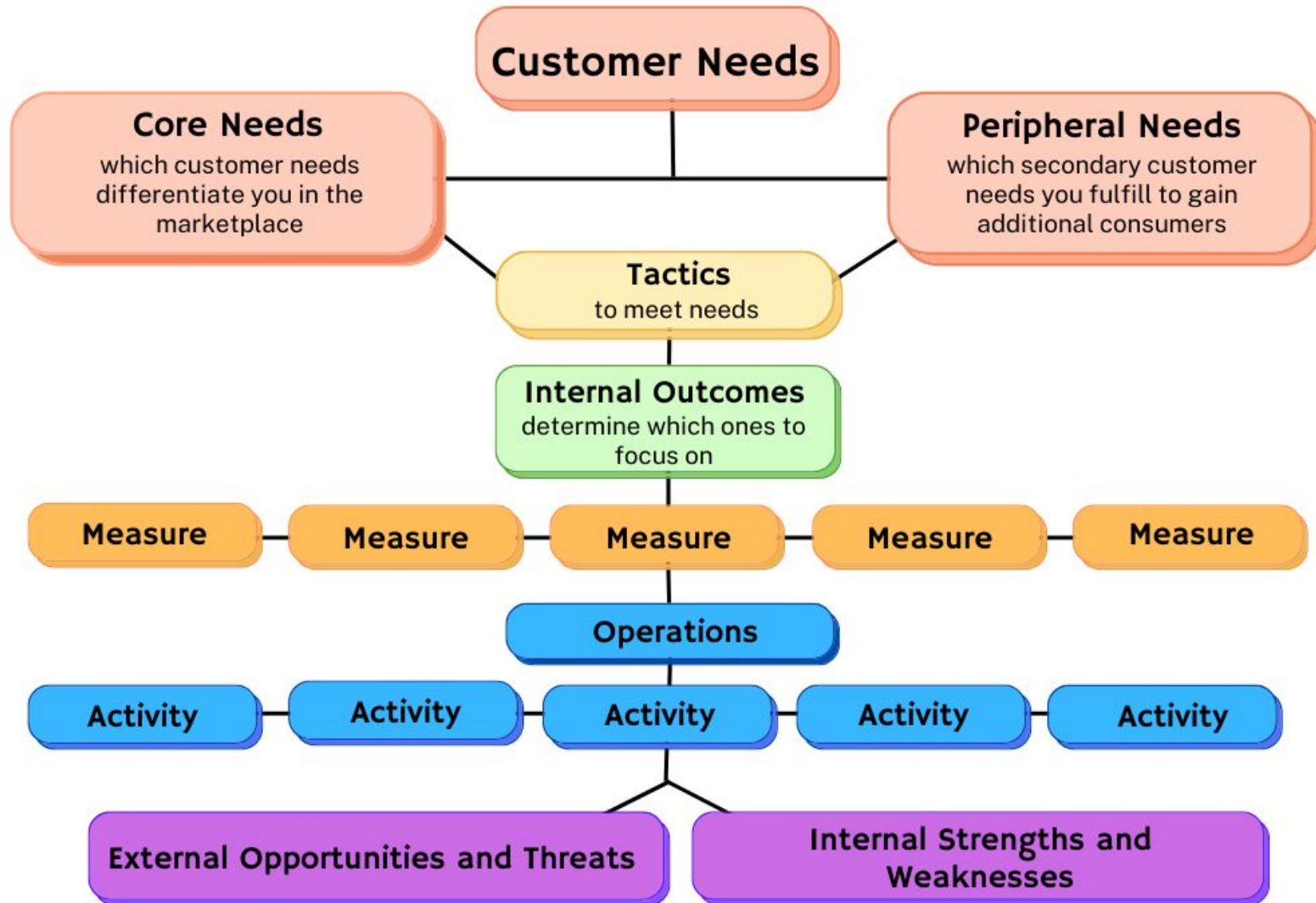
Vision

Equal access, opportunity and belonging for all.

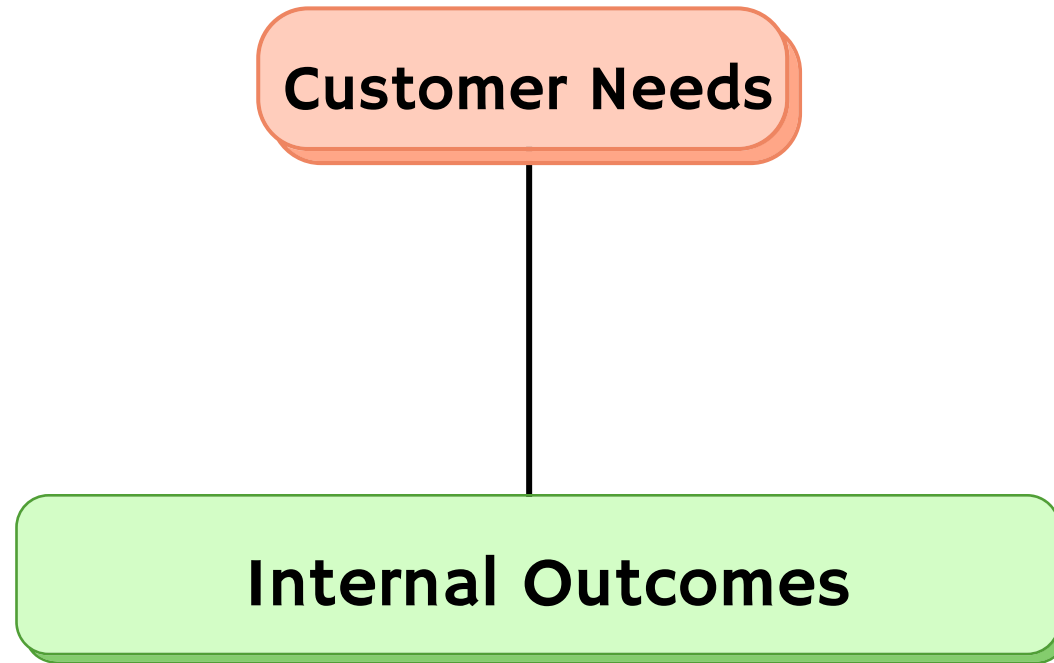
Values & Beliefs

Disability Network West Michigan values diversity, equity, and inclusion. We respect and welcome every person. Staff, volunteers and board members are a true reflection of our advancing communities. We believe accessibility should be an accepted civil right.

LINE OF BUSINESS FRAMEWORK



Line of Business Strategy



Internal Outcome #1

#1 Build an inspired
STAFF that is empowered,
autonomous and collaborative

Internal Outcome #2

#2 Elevate BRAND

awareness and recognition in the community by telling a compelling story of our value and impact

Internal Outcome #3

#3 Grow customer based and community based MARKETS utilizing data, partnerships and collaborators both incrementally and strategically

Internal Outcome #4

**#4 Maximize
INTERNAL Operational
Systems, processes and
Controls to provide consistent,
accessible quality services &
information**

Internal Outcome #5

#5 Advance

PRODUCT/

SERVICE innovation that is relevant to customers needs and current trends

Internal Outcome #6

#6 Use flexible and intentional approaches to diversify FUNDING streams for ultimate financial sustainability

Internal Outcome #7

#7 Be the MOVEMENT

Radical advocacy vs. disability
services approach

Internal Outcome #8

#8 Create a highly developed BOARD that models DEIA, high engagement, and open communication

Operations, Activities, and Goals

**Short Term:
1st Year Priorities**

```
graph TD; A[Internal Outcomes] --- B[Activities/Goals]
```

Internal Outcomes

Activities/Goals

Activities/Goals # 1

- Explore the hire of Volunteer Coordinator -
 - orientation and workshop for volunteers to learn jobs/descriptions & learn all the service options
 - Learn from other CILs/Best Practices about handling volunteers
 - need physical space for volunteers to be with us
- Conflict Resolution Training
- Internships at DNWM
- Review & Update Employee Handbook
- De-escalation Training for Staff

Activities/Goals # 2

- Storytelling - clients, staff & board
- Destigmatize disability
 - Use SM to show ADA issues to public
 - Host differently-abled events aimed at destigmatizing
 - Walk & Roll for Disability idea
- Grow awareness in Lake, Mason & Newaygo counties
- Update Website with new mission, vision, values & IL philosophy/history

Activities/Goals #3

- Grow relationship w/ NCRESA
- Use Ecosystem mapping & criteria based decision making to set priorities for growing relationships, sponsors, donors, partners/collaborators

Activities/Goals #4

- Explore van purchase
- Equipment Closet
- Study alternatives in community for Facility needs
- Add support in Oceana/Lake - locate staff there
- Streamline services - use staff meeting process of 2 min sharing- use timer! list & make catalogue

Activities/Goals # 5

- More workshops
- Restart & build expertise on Assistive Tech/Devices
- Trauma informed training /ACE strategic plan
- Local business job shadows
- School mentoring

Activities/Goals # 6

- Establish Fund Development Committee
- Long-term corporate sponsor
- Explore the hire of a Fund Developer
- Add a grant writer for projects

Activities/Goals #7

- Advocacy Training - how to do properly
- Local gov/State Reps -
 - go see them in their counties
 - invite legislators to DNWM events & RICC
 - pilot the DAKC legislator coffee hour
- Participate in Lansing Legislative Day
- Engage with Senior Resource Group
- Spearhead DNM Legislative Advocacy group to DNWM - keep up with laws & regs
- Publicize stories & action

Activities/Goals #8

- 1-2 new board members w/disability, people of color
- Meet & engage with staff to learn more
- Create a pipeline of potential board members
- Explore youth advisory program
- Explore further collaboration with neighboring CILs

LINE OF BUSINESS FRAMEWORK

