**IDEA Strategic Planning Toolkit**

**Step 1: Review the Start to Finish Check List**

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| **What?** | **How Long Does This Take?** | **Who?** | **Resources** |
| Establish an IDEA Task Force or Committee | 1-2 Weeks | ED and Board (external constituents) | Board |
| Assess Council Readiness1. IDEA Readiness Matrix
2. Taking Action on IDEA
3. Data Collection
 |  1-2 hours (1 mtg) 1-2 hours (1 mtg) 2-4 hours (on own)  |  ED, Staff and Board ED, Staff and Board ED and Staff | IDEA Readiness MatrixTaking Action on IDEA questionnaireEssential Activities Check List (Build Back Plan Toolkit) |
| Review IDEA Strategic Imperatives/Complete Strategic Imperative Activity | 1-2 hours (1 mtg) | ED, Staff and Board | IDEA Strategic ImperativesIDEA Strategic Imperatives Activity |
| Complete Internal IDEA SWOT Analysis | 1-2 hours (1 mtg) | ED, Staff and Board | IDEA SWOT Analysis |
| Conduct External IDEA Focus Group or Interviews | 2-3 hours (1 focus groups or 5-6 interviews) | IDEA Task Force or External Interviewers | External Focus Group Questions |
| Update current Strategic Plan or Develop Strategic Plan | 2-3 hours (1 mtg) | IDEA Task Force | IDEA Strategic Planning Tool Example |
| Check in with Council IDEA Strategic Advisor for review | 1 hour (1 mtg) | ED/IDEA Task Force | idea@girlsontherun.org |
| Make adjustments as needed | 1-2 hours (1 mtg) | IDEA Task Force | idea@girlsontherun.or |
| Submit your plan |  | ED | idea@girlsontherun.org |

1. **Establish an IDEA Task Force or Committee.** Enlist a group of 4-6 board, staff and community members to champion your strategy to be an inclusive, diverse, equitable and accessible organization. This will be, at minimum, a 3-month commitment. IDEA Committee members can be encouraged to stay on past that 3-month commitment to help activate strategies and ensure organizational accountability to IDEA outcomes
2. **Assess your council readiness.** Using many of the resources created for the Council Build Back Plan, create an IDEA Organizational Assessment Profile to help identify your council’s level of preparedness for this work.
	1. **IDEA Organization Assessment Profile includes:**
		1. Completion of IDEA Readiness Matrix
		2. Completion of Taking Action on IDEA (an organizational questionnaire)
		3. Collection and review of the following data (use the Essential Activities Check List):
			1. Site Diversification
			2. Participant Diversity (Mission Advancement Marker)
			3. Coach Diversity (Mission Advancement Marker)
			4. Coach Recruitment
			5. Satisfaction Surveys (Mission Advancement Marker)
			6. Scholarship Ratio
			7. Staff compensation
			8. Board Diversified Recruitment (Mission Advancement Marker)
3. Review the IDEA Strategic Imperatives and complete the IDEA Strategic Imperatives Activity to help determine your council alignment and potential focus areas.
4. Using the IDEA Strategic Imperatives, conduct an Internal IDEA SWOT Analysis with your IDEA Committee, board and staff to determine your council’s critical IDEA issues. Conduct an external Focus Group or Interviews to test the assumptions of the SWOT analysis with constituents who have historically underrepresented voices in your community.
5. If your council already has a strategic plan, use this information to expand upon your current goals. Find where new opportunities align with already existing goals For example, if your current goal is to **Serve 1,000 participants by 2023**, you might expand on that to say: **Serve 1,000 participant by 2023, ensuring participants mirror +/- 3% of community race and ethnicity demographics.**
6. If your council does not have a current strategic plan, use the data you have gathered in Steps 2-5 along with tools from the Council Build Back plan to create a plan that strategically incorporates IDEA goals, objectives, outcomes and activities. **In addition to the organization-wide goals of increasing participant, coach, and board diversity, incorporate 2-3 additional IDEA strategic imperatives specific to your council.** (Pro Tip: Refer to the IDEA Strategic Imperatives and IDEA Readiness Matrix for potential activities and outcomes).
7. Once these steps have been completed, submit your updated strategic plan to idea@girlsontherun.org.