

Goal One: Innovate for Impact

HC One will maximize its impact by defining and articulating its community-based approach to enhance maternal/child health and family wellness, and demonstrating the effectiveness of this approach.

Objectives:

1. Clarify HC One's core expertise, service delivery methodology and role within the larger maternal/child health and family wellness field.
2. Affirm success metrics and priority outcomes for HC One's community-based approach.
3. Ensure that all of HC One's programmatic work achieves desired outcomes, and embraces the organization's core values.

Goal Two: Expand Service Delivery

HC One will increase the breadth and depth of its service delivery by maximizing partnership opportunities to offer its community-based approach.

Objectives:

1. Establish criteria for program partnership and collaboration.
2. Design and implement a partnership assessment system to determine commitment to HC One's proven service delivery approach.
3. Develop frameworks for supporting integration of HC One's proven service delivery approach and programs into existing and developing systems.
4. Invest in enhancing the organizational capacity of partnerships agencies with the strongest potential to integrate HC One's proven service delivery approach.

Goal Three: Advocate for Change

HC One will positively affect societal attitudes and systems to improve maternal child health and family wellness by collaboratively supporting network members and national organizations advocating for change.

Objectives:

1. Prioritize areas in which HC One will, alongside national collaborators, support advocacy efforts to achieve societal attitudinal change.
2. Determine network members poised to collaborate on national, regional and local advocacy efforts.
3. Network members increase their capacity to engage in advocacy and generate solutions for systemic change.
4. Maintain and cultivate relationships necessary for network members to take collective action, engage in advocacy, and generate solutions for systemic change.

Goal Four: Build for Scale

HC One will invest in its organizational capacity and internal infrastructure to ensure a strong foundation on which to grow and scale.

Objectives:

1. STAFFING AND LEADERSHIP: Assess and recommend appropriate investments in staffing capacity to support successful implementation of strategic plan, (e.g. service delivery approach definition, research, performance management, and advocacy activities).
2. PROGRAM EVALUATION: Develop systems and protocols to support a culture of performance across the network.
3. INTERNAL INFRASTRUCTURE AND COMMUNICATIONS: Develop systems and protocols to ensure inclusivity, engagement, and buy-in from staff, board, and network members through plan implementation.
4. EXTERNAL COMMUNICATIONS: Communicate primary identity and priority outcomes externally.
5. FUNDRAISING AND REVENUE MODEL DEVELOPMENT: Raise revenues to support the strategic priorities of the plan and ensure the long-term sustainability of the organization.
6. GOVERNANCE: Optimize the role of the board in executing on the strategic priorities.