



A Comprehensive Development Initiative  
**Strategic Plan 2010**  
***Draft: August 5, 2010***  
***Updates: 10/6/2010 & 1/6/2011...***

**Vision:** Thriving Yavapai Communities are enhanced, strengthened, and sustained

**Mission:** Develop and support collaborative partnership opportunities that vitalize our communities

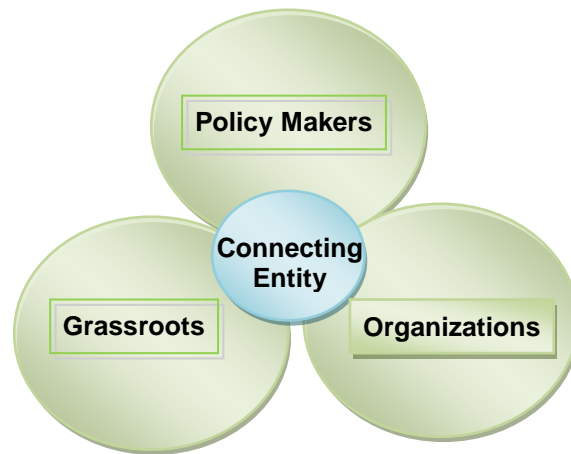
**Core Values:**

1. Careful Planning and Preparation
2. Inclusion and Demographic Diversity
3. Collaboration and Shared Purpose
4. Openness and Learning
5. Transparency and Trust
6. Impact and Action
7. Sustained Engagement and Participatory Culture
8. Commitment to Civil Dialogue

**Topical Teams:**

1. Arts/Culture/Recreation
2. Community/Civic Capacity
3. Economy
4. Education
5. Environment
6. Families & Youth
7. Health
8. Housing
9. Physical Infrastructure
10. Public Safety
11. Transportation
12. Faith
13. Food

**Concept:**



- a framework, both conceptual and functional, for creating a system for community development that increases the effectiveness and efficiency of community interest groups that contribute to improving the quality of life in Yavapai county
- support collaborative efforts that enhance the community and support the inclusion of everyone in the vibrant high quality life that can exist here

**Components:**

- A framework for encouraging relationships
- Teams of people organized around topical areas of interest who are willing to share their interest skills, knowledge, and resources with members of the community to help make a difference
- Yavapai County Community Information System
- An incremental civic leadership development program
- A tool for connected grassroots groups with organizations to achieve outcomes for the community

**Goal I: Promote Yavapai Community Collaboration (see VAD)**

**Goal II: Framework for Success (see VAD)**

**Goal III: Topical Teams (see VAD)**

**Goal IV: Community Info System (see VAD)**

**Goal V: Civic Education System (see VAD)**

**Goal VI: Facilitator Tool (see VAD)**

## Volunteer Assignment Description (VAD)

AmeriCorps Project: Yavapai Community Collaborative (YCC)  
AmeriCorps Member: Al Carter

### Overview:

This project is viewed as a 5 year effort. It is complex and involves thousands of people and hundreds of organizations. It is *not* an effort that can proceed in a linear planning fashion. The effort is best pursued by focusing on targets of opportunity rather than specified activities occurring at specific times. For example, a volunteer may be discovered in the community with exceptional talent that may be able to launch a topical team or other activity that may fall outside a schedule-based linear planning framework. It is more productive to immediately build on that resource than to wait for the “scheduled” time to launch that aspect of the project.

The way I would propose to proceed is to create the general outline of goals and activities for a 5 year project and within this framework offer some suggested timeframes. These timeframes maybe significantly altered based on targets of opportunity, but the targets of opportunity that are pursued should fit within the overall 5 year plan.

**DRAFT UPDATE July 14, 2010**

**Strategic Planning session: July 7, 2010**

***We began our second year with a review of the VAD in conjunction with focusing on the development of a Strategic Plan for YCC. Next steps will involve reviewing the ideas generated and developing more detailed action steps and assignments to begin implementing the plan in the coming months. Notes from this planning session are added after each Goal and associated Activities.***

### Goal I: Promote Yavapai Community Collaboration

Activity 1: Seek opportunities to address groups and individuals about YCC {60 year one}

Activity 2: Recruit participants to participate in YCC {recruit 40 year one}

Activity 3: Develop data base of participants and how they are participating {ongoing}

Activity 4: Create a “State of the County” annual event

**Discussion from July 7, 2010 Strategic Planning session:**

**Promote YCC – Promotional materials  
handout materials, beyond concept / Roles to Play**

**Website – Browsing: Important Key Words / Searchable – to raise  
awareness**

**Newsletter – Relationships / Action**

**Capturing the project Stories – Learning, Challenges, Success, SROI  
/ ROI**

**Leadership Info / Interviews**

**Goal II: Framework for Success**

Activity 1: Teach framework to Admin Management team and reinforce applications  
{ongoing}

Activity 2: Apply the framework to community efforts as opportunities arise {ongoing}

Activity 3: Teach framework to topical team leaders {as leaders recruited}

Activity 4: Encourage and support the development of relationships by  
admin/management team, topical team members, and grassroots participants to  
strengthen the bonds among the three circles and to promote the connecting entity  
{ongoing}

**Discussion from July 7, 2010 Strategic Planning session:**

**FOUNDATION – Internal Focus**

**Admin Team participation**

**Focus – training of our existing Admin Team – start the 10 X 10 X 10  
(see attachment)**

**We're the "Glue"**

**Role Descriptions – Admin / Management / Grassroots – Facilitators /  
... "to do"**

**Engagement**

**Living into VISION**

**Info. Technology Position: Jarod / Americorps – social media  
Harv Grady? Al Carter? & YCCF? & FTF?**

**Director Position: Al Carter – Americorps**

**Fiscal Agent: \$5,000 ??? (Funds available – GUYC)**

**Goal III: Topical Teams**

Activity 1: Recruit topical team leaders and teams. 3 teams per year {first year health, transportation, family and youth}

Activity 2: Support teams in producing a white paper for their topical area {first year health, transportation, family and youth}

Activity 3: Support teams in completing and using community information system {first year health, transportation, family and youth}

Activity 4: Support teams in undertaking at least one collaborative effort to address, change or enhance a community effort {first year health, transportation, family and youth}

**Discussion from July 7, 2010 Strategic Planning session:**

**Housing**

**Latino / Anglo Summit – Miller Valley**

**Goal IV: Community Info System**

Activity 1: Promote the community information system as a method for education, organizing, collaborating, and understanding the universe of community activities in Yavapai County {ongoing}

Activity 2: Support teams in completing and using community information system {first year health, transportation, family and youth}

Activity 3: Get the system on the web {year one}

**Discussion from July 7, 2010 Strategic Planning session:**

**Community Information System** – 1/5/2011: designing plan for “Community Research Assistant” / capacity for data compilation, evaluation and creation of community reports. Emphasis will be on creating a framework for sustainability.

**Community Info – Directory / System / Report Cards / Social Media**

## **Goal V: Civic Education System**

Activity 1: Find a sponsor for the system {year one}

Activity 2: Get agreement with Cooperative Extension Service to participate {year one}

Activity 3: Get agreement with Verde Valley Leadership to participate {year one}

Activity 4: Get agreement with Prescott Area Leadership to participate {year one}

Activity 5: Find a leader/coordinator for the executive level training program {year one}

Activity 6: Offer classes as part of the civic education system {ongoing}

**Discussion from July 7, 2010 Strategic Planning session:**

**Civic Education “Consortium” – Town / City involvement**

**Grassroots / Policy Makers / Organizations – AWARDS...**

**Holding Politicians accountable & positive**

**Accountability**

**Transparency**

## **Goal VI: Facilitator Tool**

Activity 1: Teach tool to Admin Management team and reinforce applications {ongoing}

Activity 2: Apply the tool to community efforts as opportunities arise {ongoing}

Activity 3: Teach tool to topical team leaders {as leaders recruited}

**Discussion from July 7, 2010 Strategic Planning session:**

**Time Banking**



## **The 10X10X10 Strategy for Deep Marketing**

### **The First 10**

These are people who are deeply committed to an initiative, policy, action, etc., and are willing to commit to make a significant effort to achieve the desired outcome. They organize information and put together a compelling educational program (curriculum) to convince others of the merit of their efforts. Each of the 10 becomes capable of delivering a persuasive educational program to others.

Each member of the first 10 identifies 10 people that they know personally. These 10 people have the following characteristics:

- They are thought to be reasonable sympathetic to the cause.
- If asked to help are people would likely do so.
- Are people who would likely know 10 other people who are civically concerned.
- None of the 10 people identified appears on any of the lists of the others in the first 10.

The first 10 commit to educating/persuading the 10 people on their list to participate in this marketing strategy. This can be done in a variety of settings; getting all 10 together at once, in smaller groups or in individual sessions. The goal is to get 10 people (the second 10) committed to participate at a high level in delivering the educational program (curriculum) to 10 civically concerned people.

### **The Second 10**

The second 10 are trained in the curriculum, asked to make a commitment to the endeavor, and then are given appropriate materials to offer their own educational experience.

Each member of the second 10 then identifies 10 people that they know personally. These 10 people have the following characteristics:

- They are thought to be reasonable sympathetic to the cause.
- If asked to help are people would likely do so.
- Are people who would likely know 10 other people who are civically concerned.
- None of the 10 people identified appears on any of the lists of the others in the first or second 10s.

Each member of the second 10 offers the educational program (curriculum) to the 10 people (the third 10) on their list. The goal of the second 10 is to have members of the third 10 commit to supporting the endeavor and to take some action(s) on behalf of the endeavor.

### **The Third 10**

The third 10 having completed the educational program are asked to take some actions that contribute to the endeavor. Depending on the endeavor these actions may include:



- Educating friends, neighbors, colleagues.
- Writing letters to the editor.
- Contacting public officials.
- Volunteering to take on a broader role in the endeavor.

### **Thoughts on Expanding Thinking about Who goes on the Lists.**

Often times when we get involved in community endeavors we are engaged with a small circle of people that we have come in contact with on the job. One way to expand the number and kinds of people who are asked to get involved is to think about the people with whom we come in contact on a regular base. Are there people at the bank, at the grocery store, at a faith group, at a hobby interest group, at the dentist's office, in the neighborhood, or being served by our organizations that might welcome the opportunity to get more closely connected to community through this endeavor.

### **Doing the Math**

When you have 10 educators who train 10 educators you get 100 educators. When the 100 educators educate 10 people each you get a base of 1000 well educated participants. The numbers are impressive and looked at this way may seem daunting, but if you think about:

can we develop a curriculum strong enough to train someone else to be an educator;

can I learn this material well enough to train someone else; and

do I know 10 people I could train as an educator;

Maybe the task isn't so daunting. Then again, maybe it is.