

REACH, Inc.

LONG RANGE PLANS

3 YEAR PROGRAM PLANNING OBJECTIVES

FUND RAISING

PR MARKETING PLAN

**REACH, Inc.
Strategic Plan
2001 - 2005**

REACH Mission: To act as a resource organization which provides services for people with disabilities and education to the community.

ADVOCACY GOALS

Vision: To act as a catalyst for grassroots advocacy efforts benefiting people with disabilities.

Activities	Action Steps	Person/People Responsible	Resources Needed	Target Date	Measurable Results/Comments
<p>Objective 1: To provide ongoing training and consultation on disability related issues; i.e., local/state/federal legislative initiatives.</p>	<p>1. Provide ADA/504 information and technical assistance as requested</p> <p>2. Provide advocacy training to consumers</p> <p>3. Provide disability sensitivity training to the community; i.e., police departments, transit drivers, sheriff's department, students, etc.</p> <p>4. Recognize businesses, governmental entities, etc. which have complied with the ADA</p>	<p>1. ADA Specialists at each center & other staff as appropriate</p> <p>2. Outreach/Advocacy Coordinators/ILS Specialists at each center</p> <p>3. ADA Specialists and other staff; i.e., Deaf-Blind Service Coordinator and/or Employment Spec. in Dallas, as appropriate.</p> <p>4. ADA Specialists at each center</p>	<p>1. On going training for staff, consumers and board members as needed</p> <p>2. Advocacy training material handouts</p> <p>3. Sensitivity training material handouts</p> <p>4. Recognition certificates / plaques</p>	<p>1. By 9/30 of each year</p> <p>2. By 9/30 of each year</p> <p>3. By 9/30 of each year</p> <p>4. By 9/30 or each year</p>	<p>1. 50 instances per center per year</p> <p>2. 2 Sessions per center per year</p> <p>3. 10 sessions per year in Dallas, 5 sessions per year in FW, and 2 sessions in Denton</p> <p>4. Hold ADA celebrations at each center as appropriate</p>

ADVOCACY GOALS

Activities	Action Steps	Person/People Responsible	Resources Needed	Target Date	Measurable Results/Comments
<p>Objective 2. Be active in the policy making process of public entities such as the housing and transit authorities</p>	<p>1. Encourage consumers and board members and appoint staff to participate in public meetings/hearings</p>	<p>1. Executive and/or Assistant Directors at each center</p>	<p>1. Time to attend meetings</p>	<p>1. By 9/30 of each year</p>	<p>1. 50 meetings per year in Dallas, 25 in FW and 10 in Denton</p>
	<p>2. Educate consumers and decision makers on the issues through newsletter articles, workshops, developing position papers, etc.</p>	<p>2. All staff as appropriate</p>	<p>2. Spend time sharing information verbally or in writing</p>	<p>2. “</p>	<p>2. 10 instances per center per year</p>
	<p>3. Encourage consumer and board members and appoint staff to liaison with community committees/boards</p>	<p>3. Executive and/or Assistant Directors at each center</p>	<p>3. Time to attend meetings</p>	<p>3. “</p>	<p>3. 10 liaisons per year in Dallas, 5 in FW and 3 in Denton</p>
	<p>4. Encourage the citizens living in cities not currently part of the local public transit authorities to join</p>	<p>4. Outreach/Advocacy Coordinators</p>	<p>4. Time to meet with individuals & groups re same</p>	<p>4. “</p>	<p>4. Hold a minimum of 1 transportation workshop per center per year</p>
	<p>5. Monitor local, state & federal legislation affecting PWDs</p>	<p>5. Executive director and Outreach Advocacy Coordinators</p>	<p>5. Time to monitor same</p>	<p>5. “</p>	<p>5. Read and share a minimum of 20 pieces of information with consumers @ each center per year</p>

SERVICE GOALS

Vision: To facilitate the increased independence or ability to maintain independence of people with disabilities.

Activities	Action Steps	Person/People Responsible	Resources Needed	Target Date	Measurable Results/Comments
<p>Objective 1. To expand the scope of programs like employment services, HOYO, Project Ramp, etc.</p>	<p>Secure ongoing financial support to set up these programs as appropriate at each REACH center</p>	<p>Executive & Assistant Directors, Board of Directors, and or Program Coordinators and/or Specialists</p>	<p>Time to pursue funding options</p>	<p>9/30/2005</p>	<p>Operating monies from grants, fees - for -service, and or donations</p>
<p>Objective 2. To add new programs to meet the needs of consumers, as identified by consumers, REACH staff, the State IL Council, TRC, TCB, other service providers, the U.S. Dept. of Ed., etc.</p>	<p>Implement new programs when possible using existing resources or secure new funding for same</p>	<p>Executive & Assistant Directors, Board of Directors, and or Program Coordinators / Specialists</p>	<p>Time to establish new programs & / or time to approach funders re funding same</p>	<p>9/30/2005</p>	<p>Implementation of new programs and reporting of same</p>
<p>Objective 3. Expand the use of volunteers at each center as needed</p>	<p>Recruit, train, supervise, and utilize volunteers / students interns as needed to assist with various activities / projects</p>	<p>Assistant Directors</p>	<p>Time to recruit, train & supervise volunteers</p>	<p>9/30/2005</p>	<p>A cadre of volunteers at each center, who can be called upon to help with various projects as needed</p>

SERVICE GOALS

Activities	Action Steps	Person/People Responsible	Resources Needed	Target Date	Measurable Results/Comments
<p>Objective 4. To expand current services to Collin, Cooke , Grayson & Fannin Counties, and /or any other unserved / underserved counties in North Texas</p>	<p>Pursue funding for new centers from the Dept. Ed., TRC and any other appropriate funding sources</p>	<p>Executive and Assistance Directors and Board of Directors</p>	<p>Time to pursue funding options</p>	<p>9/30/2005</p>	<p>New REACH satellite centers serving unserved / underserved counties</p>
<p>Objective 5. To expand consumer resources at the centers such as the computer labs, Internet access, ceramic classes, sign language classes, clothing closet & loaner equipment program as needed</p>	<p>Update computer equipment and software, purchase ceramic supplies as needed, advertise sign language classes, and solicit donations of clothes & adaptive equipment.</p>	<p>Executive and Assistant Directors and Program Coordinators / Specialists as appropriate</p>	<p>Time to pursue funding options & solicit donations</p>	<p>9/30/2005</p>	<p>New computer equipment / software; more ceramic supplies; an expanded array of clothing sizes & accessories for both men & women; more adaptive equipment to loan.</p>

OUTREACH GOALS

Vision: To make Independent Living Services available to all people with disabilities.

Activities	Action Steps	Person/People Responsible	Resources Needed	Target Date	Measurable Results/Comments
<p>Objective 1. To identify and provide IL services to underserved / unserved populations; i.e., people with TBI, EI, etc, as needed / requested</p>	<p>Pursue disability specific funding, as needed, to provide new / increased disability specific services</p>	<p>Executive and Assistant Directors and Program Coordinators /Specialists as appropriate</p>	<p>Time to pursue funding options</p>	<p>9/30/2005</p>	<p>Establishment of specialized services; i.e., Dallas' deaf-blind services program as needed</p>
<p>Objective 2. To increase involvement with area elementary, middle, and high schools as well as colleges</p>	<p>Make presentations and or provide sensitivity training to students at area schools</p>	<p>All staff</p>	<p>Schedule time to make presentations</p>	<p>9/30/2005</p>	<p>Make a minimum of 5 presentations and /or conduct sensitivity training sessions per center per year</p>
<p>Objective 3. To increase the number of people with disabilities from various ethnic backgrounds receiving REACH services</p>	<p>1. Make presentations to various minority groups</p>	<p>1. All staff</p>	<p>1. Schedule time to make presentations</p>	<p>9/30/2005</p>	<p>1. Increase by 1% each year the number of people from a particular ethnic group as compared to the number served for the same population in the previous fiscal year</p>
	<p>2. Get interviewed and or submit stories of successful minority staff, board members, and or consumers to the media</p>	<p>2. Staff who handle PR activities @ each center</p>	<p>2. Agree to interviews / solicit same by contacting the media</p>	<p>“</p>	<p>2. Participate in 5-10 media interviews per year</p>
	<p>3. Continue holding regularly scheduled meetings of the REACH Minority Outreach Committee</p>	<p>3. Committee Chairperson & / or E.D.</p>	<p>3. Schedule meetings with the Committee members</p>	<p>“</p>	<p>3. Schedule 3-6 meeting per year</p>

OUTREACH GOALS

Activities	Action Steps	Person/People Responsible	Resources Needed	Target Date	Measurable Results
	4. Ask consumers & board members who represent various ethnic communities for their help in spreading the word about REACH	4. All staff	4. Volunteer help from consumers and board members	“	4. Increase of 1% per year in the number of consumers from various ethnic groups served

MANAGEMENT GOALS

Vision: To insure that the organization is operating in an effective and efficient manner.

Activities	Action Steps	Person/People Responsible	Resources Needed	Target Date	Measurable Results/Comments
<p>Objective 1. To provide needed quality services to consumers</p>	<p>1. Have questionnaires completed by participants in various center programs; i.e., ILS classes, sign language classes. Completed questionnaires will be shared with the Program Committee, appropriate staff, funders, and the SILC.</p> <p>2. Hold Consumer Advisory Committee meetings at each center to solicit consumer input into REACH activities / programs</p> <p>3. Empower consumers to develop and meet their IL goals</p> <p>4. Set and monitor individual employee program goals on a yearly basic</p>	<p>1. All staff</p> <p>2. Executive Director & members of the Program Committee</p> <p>3. All program staff</p> <p>4. Executive and Assistant Directors</p>	<p>1. Develop new and / or use existing questionnaires</p> <p>2. \$ from corporation for refreshments</p> <p>3. Time to meet individually with consumers</p> <p>4. Schedule time to meet with each employee @ least twice a year to review their individual program goals</p>	<p>1. Distribute after each training session, presentation, workshop, etc..</p> <p>2. By 9/30 of each FY</p> <p>3. Daily, weekly, monthly, yearly basis</p> <p>4. By end of first month of each FY and 6 months into each FY</p>	<p>1. Completed questionnaires</p> <p>2. Hold 4 meetings per year per center</p> <p>3. Receive a majority of positive responses on completed consumer questionnaires</p> <p>4. Have each employee meet a majority of the goals established for his/her job description</p>

MANAGEMENT GOALS

Activities	Action Steps	Person/People Responsible	Resources Needed	Target Date	Measurable Results/Comments
<p>Objective 2. Conduct internal reviews that will measure the effectiveness of the organization</p>	<p>5. Evaluate activities via preparation of monthly, quarterly and annual reports</p>	<p>5. Executive and Assistant Directors</p>	<p>5. Time to prepare reports</p>	<p>5. By due dates</p>	<p>5. Completed reports comparing projected goals and actual achievements</p>
	<p>6. Have program committee review quarterly and annual reports</p>	<p>6. Executive Director</p>	<p>6. Distribute copies of reports to committee members</p>	<p>6. At end of each quarter and end of FY</p>	<p>6. Completed reports reviewed and discussed with Executive Director</p>
	<p>1. Prepare annual continuation applications to appropriate funding sources; i.e., TRC & Dept of Ed.</p>	<p>1. Executive and Assistant Directors</p>	<p>1. Time to prepare reports</p>	<p>1. By due dates</p>	<p>1. Submission of completed reports by due dates</p>
	<p>2. Assist auditors in conducting an annual financial audit of the organization</p>	<p>2. Executive and Assistant Directors and Bookkeeper</p>	<p>2. Time to gather info. to be reviewed and meet with auditors</p>	<p>2. Within 90 days from end of FY</p>	<p>2. Completed audit report</p>
	<p>3. Participate in periodic facility / program reviews by funders; i.e., TRC and Dept of Ed.</p>	<p>3. Executive and Assistant Directors</p>	<p>3. Schedule time to meet with reviewers</p>	<p>3. As scheduled by funders</p>	<p>3. Positive review results</p>

Management Goals

Activities	Action Steps	Person/People Responsible	Resources Needed	Target Date	Measurable Results
	<p>4. Conduct yearly employee performance reviews</p>	<p>4. Executive and Assistance Directors. The Personnel Committee will conduct the Executive Director's yearly performance evaluation.</p>	<p>4. Employee evaluation forms</p>	<p>4. During month of anniversary date of hire</p>	<p>4. Completed and signed evaluation form and meeting with employee to discuss same</p>