



Helping people
Changing lives
Strengthening our community

www.ruralresources.org

956 South Main Street
Colville, WA 99114
509-684-8421

2016 Strategic Plan Update

Rural Resources Community Action

Rural Resources Community Action Agency was founded in 1965 by local citizens concerned about their neighbors in need. As part of a nationwide network of more than 1,000 Community Action Agencies, Rural Resources provides direct support to individuals within Stevens, Ferry, Pend Oreille, and Lincoln Counties.

Rural Resources has more than 35 programs funded by over 80 government contracts. Rural Resources is an umbrella agency that facilitates the autonomous operation of its individual programs.

Mission

To assist people and communities to develop the skills, resources and services necessary to improve their general welfare.

Vision

Rural Resources is a collaborative and compassionate, full-service organization that is actively engaged in and committed to the well being of all residents. Rural Resources uses culturally sensitive and innovative methods along with cooperative partnerships to create a rural Washington where people have the skills, confidence and support they need to live in and contribute to their community.

Core Principles

- Collaborative
- High quality service
- Responsive and adaptable
- Innovative
- Compassionate and culturally sensitive
- Accountable
- Financially stable
- Productive and positive workplace

Introduction

In 2008, Rural Resources Community Action contracted with WSU Division of Governmental Studies and Services (DGSS) to conduct a needs assessment research project in Stevens, Ferry and Pend Oreille counties. The purpose was to obtain information from county residents regarding desired services and poverty reduction strategies and activities. The first phase of the needs assessment was an area wide mail survey. Individuals from the mail survey were also identified to assist in a second phase of the project which involved community meetings and phone surveys.

On July 22, 2009 Board members, staff, and representatives of the public met to address issues and create strategic initiatives. A follow-up meeting was held on August 19, 2009 to develop strategic action plans and timelines.

On January 17th, 2012 RR Board members completed a S.W.O.T. analysis as a starting point for updating the 2009 strategic plan. The facilitated process was led by Debra Hansen from WSU Stevens County Extension.

On March 12, 2012 a diverse group of board members, staff, community partners, and representatives from the public met to review the 2009 plan. The facilitated process was led by Bridget Rohner from WSU Lincoln County Extension. The group was asked to describe RR as a successful organization that has achieved all of its goals. From this process, the group identified key characteristics, services, values, and core principles essential to their vision and future goals.

On April 10, 2012, most participants from the March 12th meeting returned to refine the vision statement and core principals. Facilitated by Bridget Rohner from WSU Lincoln County Extension, the group defined three main program gaps and drafted several goals related to each "gap." Following the planning meeting, the draft goals were regrouped and categorized by the facilitator. In the end there were three main program gaps, and three main goals identified for the success of Rural Resources Community Action in the North East Washington area.

On October 02, 2015 the RR staff reviewed the 2012 Mission Statement, Vision Statement, Goals and Objectives. The Mission and Vision statements were accepted with only minor adjustments. The staff spent considerable time reviewing the stated goals and objectives and outlining the current successes, challenges, and any missing strategies.

On January 26, 2016 the Rural Resources Management Team met to discuss the suggestions made by the staff and draft revised goals. Following the meeting the draft goals edited by the facilitator, reviewed by the Director Greg Knight and Management Team and then approved by the RRCA Board.

Identified initiatives on which RRCA should focus:

- 1) Maintain and strengthen the Corporation's financial stability.
- 2) Continue to focus on community awareness and improving access issues.
- 3) Enhance internal operations and external partnerships.

Program Goals:

- 1) **Ensure that the people of Stevens, Ferry, Lincoln, Pend Oreille and Whitman Counties view Rural Resources as a source for help to assist individuals and families.**
 - a. Develop a professional annual report for distribution to potential and current funders, elected officials, key stakeholders, community partners, clients and share widely using available technology.
 - b. Distribute agency newsletters to elected officials, funders, community partners, clients and key stakeholders using available technology.
 - c. Share pictures and success stories and respond to current events through available technology.
- 2) **Increase awareness and ease of access to RRCA services.**
 - a. Promote and maintain a user friendly website compatible with mobile technology.
 - b. Participate in community events and meetings to share information and resources about all RRCA programs.
- 3) **Build strategic partnerships with community leaders.**
 - a. The Executive Director should remain active in State and National Community Action Networks, local boards, and other boards that facilitate RRCA's collaboration with other agencies.
 - b. The Executive Director, Division Directors or their delegates should represent the agency at government meetings (e.g. city, county) and volunteer boards and groups (e.g. Chamber of Commerce, Rotary clubs, Lions, etc.).
 - c. Work with elected officials and agencies at the state and federal level to help them better understand the meaning of "Rural," and to consider the negative or unrealistic consequences that policies and regulations can impose on rural areas.

4) Facilitate intra organizational collaboration.

- a. Enhance internal communication between RRCA department through the following possible options:
 - i. Potentially establish a paid position of Community Educator responsible to:
 - 1. Facilitate social media
 - 2. Work with ALL Departments on success stories and events
 - 3. Work with outside businesses and non profits
 - 4. Be a contact for government and elected officials
 - 5. Assist with resource development
 - ii. Potentially establish a Community Education Committee
 - 1. All departments must invest staff in the committee
 - iii. Bring back the “morning after” meeting (or its equivalent) with add-ons.
 - iv. Expand the Provider Meeting model.
- b. Provide training for RRCA board members so that they can better communicate about RRCA and advocate for its programs when speaking to other community members and organizations.

5) Pursue intentional, responsible, planned, analyzed, strategic, purposeful growth opportunities.

- a. Seek and develop profit earning projects.