



Strategic Planning Committee Engagement Workgroup

SUMMARY OF SMART GOALS & ACTION PLANS

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Engagement Workgroup

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Engagement Workgroup: Goals & Resource Requirements

Smart Goals

1. Define engagement. Establish baseline numbers for targeting goal of doubling engagement over 3 years. *Specific date TBD.*
2. Define and communicate a re-established “brand” to promote a better understanding of how it serves and supports the Triangle community. Create Marketing plan.
3. Improve and diversify programming and marketing capacity to increase the participation and membership from a broader range of residents. Expand civic engagement through information, education and collaboration.

Near Term Priorities Resulting from Strategic Issues

The following Strategic Priorities have been established by the Engagement Workgroup to guide our Action Plans and promote the growth of the Old Town Triangle Association:

Goal 1 (Elaine, Jacob)

- Define and establish baseline numbers for membership and events.
- Refresh membership levels

Goal 2 (Dee, Sandy Eury, Vi)

- Define community and developing new marketing area
- Reach out to community/more inclusive - Aldermen newsletters, property mgmt. companies, email tree, Town Square

Goal 3 (Laura, Sherry, Carly, Marya)

- Broader events planning group
- Multi-year calendar
- Enhanced presence of events calendar: postings at center and other locations, online in “Events” on webpage

Longer Term Priorities Resulting from Strategic Issues

- Develop new Brand
- Create Marketing Plan (2024)
- Dedicated support for events, activities and communication
- Membership driven events
- Redesigned OTTA pamphlet

Impact Summary

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Improved and diversified programming and marketing capacity to build a more vibrant membership and volunteer base.

Increased participation and membership from a broader range of residents.

Expanded civic engagement through information, education and collaboration.

The re-established “brand” will promote a better understanding of how the Old Town Triangle Association serves and supports the community.

A positive brand image.