

Alaska Common Ground Strategic Plan 2019-2021

Our Vision

An engaged Alaska democracy.

Our Mission

Engage and inform diverse citizens to cultivate understanding and cooperation on issues important to Alaskans.

Our Goals

1. Be a trusted resource for information and civil public dialogue that seeks consensus, identifies solutions, and encourages implementation.
2. Be financially viable and sustain board, staff, and membership to fulfill our mission.
3. Engage diverse Alaskans as board members, members, and participants.

Our Values

- An appreciation of Alaska’s social, cultural, and political diversity.
- A conviction that informed and engaged citizens are essential to a democratic society.
- A commitment to a just society and a sustainable democracy.
- Keep it fun.

Measures of Progress

- 30 new members, and 115 renewals in 2019
- 7 public events in 2019
- 1,000 total attendees at public events in 2019
- Full complement of board members in 2019
- Transition plan in place for board officers by mid-2019
- \$10,000 in grant and corporate support in 2019
- Has it been fun?

2019-2021 Priorities

What must we do in the next three years?

Priority Area I: Resources for Public Dialogue

Program Committee & Working Groups

1. Identify at least two significant public issues to focus on each year. Convene working groups that may include non-board members to plan, provide expertise, and execute events.
2. Broaden types of events and venues to include lectures, films, and other types of events to welcome diverse audiences.
3. Increase partnerships with other organizations to co-sponsor events.
4. Circulate policy information to members about event topics prior to events; build informational resources into event communication plans.
5. Identify and implement follow-up activities from events such as white papers, a blog, using social media to follow-up with participants, public media, video, and hosting study groups.

6. Allow for sufficient planning time for events to secure sponsors and identify and implement preparation and follow-up activities.

Priority Area 2: Board + Staff Development
Executive and Nominating Committees

1. Identify skills, diversity, and sector representatives needed on the board. Recruit one or two board members who are legislative staff.
2. Recruit a full complement of board members (15) to fill needs.
3. Revise by-laws to align with strategic plan.
4. Develop job descriptions and a succession plan for leadership positions on board, and long-term staff.
5. Retain current staff and evaluate compensation, workload, and schedule to identify if additional resources are needed.
6. Develop and maintain an operation manual.
7. Maintain IT and equipment.

Priority Area 3: Financial Sustainability
Membership & Development Committee

1. Attract, retain and engage members and supporters through the following activities:
 - i. Continue holding annual meetings.
 - ii. Continue to survey members regarding schedule and frequency of events and other topics.
 - iii. Host house parties to engage with existing members and supporters and recruit new members.
 - iv. Offer rewards for members such as member-only events, submitting questions in advance at public forums, special name tags and separate sign-in sheets, follow-up events to connect with topic and speakers, opening receptions, and, acknowledge members by asking to raise hands and thanking members at events.
2. Identify and secure diverse sources of revenue such as individual, corporate and foundation contributions for events and for the organization. Attendance at events should be free of charge.
3. Maintain financial stability.

Priority Area 4: Outreach
Communications Committee

1. Establish and activate a standing Communications Committee.
2. Develop and implement a communications plan for Alaska Common Ground that identifies audiences and develops messages and tactics for each.
3. Build and update an event communications plan template with timelines and checklists.
4. Increase outreach to media outlets, foundations, and public policy and community organizations.
5. Develop and implement a social media strategy.
6. Use photo, audio, and video footage effectively; develop short promotional video for ACG.