

# Alaska Common Ground Strategic Plan 2023-2026

Approved 3/2023

## ***Our Vision***

An engaged Alaska democracy.

## ***Our Mission***

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

## ***Our Goals***

1. Be a trusted resource for information and civil public dialogue that seeks solutions, consensus, engagement in democracy, and implementation.
2. Maintain a sustainable, relevant organization.
3. Engage diverse Alaskans statewide as board members, members, content experts, and participants.

## ***Our Values***

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

## ***Measures of Progress***

- Grow new membership by at least 5% of existing membership per year over the next three years.
- Ensure 80% of members renew each year.
- Host or co-host at least 5 public events per year.
- 750 total attendees at public events per year.
- Complete Succession Plan for board members by September 2023.
- Recruit and on-board 2 new board members by May 2024.
- Secure and on-board new contractor(s) for ACG operational support by May 2024.
- Secure at least one new corporate or foundation contribution each year.
- Host meet and greets with at least 2 new community organizations per year for potential partnerships.
- Complete the decision-making tool for advocacy positions by May 2024.
- Complete the Administrative and Operations Manual by July 2023.
- Raise \$10,000 in contributions to the Legacy Fund by year end 2026.
- Develop a communications plan by May 2025.
- Has it been fun?

## **2023-2026 Priorities**

*What must we do in the next three years?*

### **Priority Area 1: Resources for Public Engagement**

*Executive Committee*

1. Identify at least two significant public policy issues to focus on each year. Convene working groups and engage non-board members to help plan and execute events and provide expertise and follow-up.
2. Promote and circulate information to encourage Alaskans' participation in the democratic process.
3. Broaden types of virtual and in-person events and other opportunities to engage diverse and statewide audiences. Ensure all events are free for the public to attend.
4. Seek out partnerships with other organizations to broaden our outreach and share the workload.
5. Aim to provide a balanced approach to understanding public policy issues. For the rare cases when ACG considers taking a position, we will develop and implement a tool to help inform our decision making and which actions to take.

### **Priority Area 2: Board + Staff Development**

*Executive and Nominating Committees*

1. Develop and implement a board succession plan to guide recruitment and retention of new board members. Ensure the plan includes the identified skills, diversity, and sector representatives needed.
2. Develop and maintain board job descriptions including officer positions.
3. Develop and maintain an Administration and Operations manual.
4. Determine what support is needed by contractors and identify scopes of work and compensation.

### **Priority Area 3: Financial Sustainability**

*Membership, Development and Communications Committee*

1. Strengthen ACG's position among current members and supporters through a variety of stewardship activities and member benefits.
2. Build ACG's member base by engaging prospective members and supporters from across Alaska through a variety of outreach opportunities.
3. Implement Annual Meetings that are informative, welcoming, and fun for current, new, and prospective members.
4. Identify and secure new and diverse sources of revenue for the organization.
5. Build the Legacy Fund by raising awareness of special and planned giving opportunities to our most dedicated members and supporters.

### **Priority Area 4: Outreach and Engagement**

*Membership, Development, and Communications Committee*

1. Strive to become more representative of Alaska's demographic diversity by increasing engagement and relationships with community organizations.
2. Increase outreach with media outlets, public policy, and community organizations.
3. Develop and implement a communications plan that identifies key audiences, messaging and tactics for each.
4. Publish quarterly newsletters.
5. Maintain the event communications plan template with timelines and checklists.
6. Conduct annual member surveys.