

# 2022-2025 Strategic Plan

## Overview

6/23/2025

# Guiding Strategic Philosophy

The significant operational changes that DCOR has adapted to over the last several years (i.e. transition to remote work, introduction of 988 service, loss of community funding partners, etc.) dictates that the DCOR Strategic Plan be focused on stability

The Strategic Plan will span a duration of 2 years

The Strategic Plan will focus on objectives that:

- Align to and drive stability into DCOR's most critical priorities
- Are specifically defined, measurable, achievable, relevant, and time-bound

# Informed by the review of the previous strategic plan, the new plan will:

1. Stay heavily rooted in our strategic priorities
2. Clearly specify actions ensuring they are based on smart objectives
3. Establish outcomes and measurements
4. Leave room for unforeseen events

# Strategic Priorities

1. Financial Stability
2. Responder Experience
3. Community Engagement

# Guidelines

## **Focus Strat Plan on the next 2 years**

- Stability
- Adaptability
- Prioritization of needs

## **Prioritize objectives under four key pillars**

- Financial Stability
- Responder Experience
- Community Engagement
- Communications/Marketing/Branding

**Decompose strategic objectives into tasks to be managed and executed cross-functionally by Staff and Board at the Sub-Committee level**

# Financial Stability

1. Increase 9-8-8 net income by 15% year over year
2. Increase donor contributions and third-party fundraisers by 5% year over year
3. Increase the time-efficiency of financial reporting by 10%



# Responder Capacity and Experience

1. Understand both our volunteer and paid responder cohorts (e.g. journey mapping, data collection, training, tools, etc.) by the end of this Strategic Plan (i.e. Mar 2027)
2. Determine the scope/LOE to update and adapt training curriculum to ensure relevance, technological accuracy, and best practices by June 2025
  - a) Establish a plan to implement the changes as-required
3. Complete baseline Responder Satisfaction Survey by 31 May 2025
  - b) Based on the data, if necessary, increase satisfaction scores by 5% year over year
4. Stabilize volunteer recruitment levels at 225 people

# Community Engagement

1. Identify the target audience, information to be communicated, broad community feedback to be solicited, and deliver a Community Impact Bulletin
  - a) Issued quarterly
  - b) Launch target: June 2025 (i.e. end of Q2)
2. Build an Ambassador Program of community volunteers to act as DCOR ambassadors who could represent the DCOR in speaking engagements
3. Determine how we can collect data from diverse communities and consume that data in a meaningful way to ensure strategic DCOR relevance for those communities
4. Expand external training program by 25%





You talk. We listen.  
That's our 24/7 promise.