



Naples Garden Club Strategic Plan FY 2017-2020

VISION

Community-wide interest in horticulture, floral design and the environment.

MISSION

Providing opportunities for sharing and learning about horticulture, floral design and the environment in a congenial, supportive atmosphere.

CORE VALUES

Teamwork Creativity Friendship Community Involvement Education

STRATEGIC OBJECTIVES

1. Develop a 3-year Plan to provide strategic direction for Naples Garden Club.
2. Engage independent contractors, with advanced computer skills, to provide support for specific assignments.
3. Focus efforts on developing quality, effective programs that support NGC's Mission; focus less effort on fundraising.
4. Strengthen partnership with Naples Botanical Garden (NBG).
5. Work with NBG to expand exhibits and programs in the Idea Garden and involve more NGC members.
6. Develop a Plan to Identify and develop those individuals who will lead the critical functions of NGC in the future
7. Determine Discretionary Fund Allocation FY 2017-2018

Strategic Framework approved by NGC Board on March 26, 2012 Board voted to change the value CAMARADERIE to FRIENDSHIP as recommended by the Communications Task Force in 2013. Board voted to remove the word "SUPPORT" from the Vision in 2017. Vision and Mission revised in January 2018

Strategies

Objective 1

Develop a 3-Year Strategic Plan to provide strategic direction for Naples Garden Club.

Strategy	Person/Committee Responsible	Year	Deadline/ Status
Set strategic direction and establish priorities	Board	Ongoing	In progress
Create Strategic Objectives FY 2017-2020	Board	One	Completed
Assemble a Strategic Planning Task Force	President	As Needed	Completed Year One
Develop strategies to achieve objectives	Strategic Planning Task Force	One	Completed
Present Vision, Mission and Strategic Objectives to Membership	President	Annually	In progress

Objective 2

Engage independent contractors, with advanced computer skills, to provide support for specific assignments.

Identify specific tasks requiring advanced computer skills that could be accomplished by independent contractors.	Treasurer President President-Elect	Review Annually	Completed Year One Ongoing
Create a list of ongoing and periodic assignments for independent contractors.	Treasurer President	Review Annually	Completed Year One
Determine supervisor, scope of work, dates for each assignment.	Treasurer President	Review Annually	Completed Year One
Obtain quotes from contractors.	Treasurer President	Review Annually	Completed Year One
Secure independent contractor	Treasurer President	Review Annually	Completed Year One

Objective 3

Focus efforts on developing quality, effective programs that support NGC's Mission; focus less effort on fundraising.

Identify NGC Program impact and outcomes.	President VP Program/Education	Annually	Initiated 2017-18
Identify areas needing improvement and strategies for improvement.	President VP Program/Education	Annually	Starting 2017-2018
Determine how to focus more on program and less on fundraising and implement change.	Board	Ongoing	Started Year One
Streamline fundraising efforts.	Board VP House & Garden Tour	Ongoing	Started Year One

Objective 4

Strengthen Partnership with Naples Botanical Garden.

Continue program/education workshop collaboration with NBG staff.	President VP Program/Education	Annually	Ongoing
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Objective 5

Work with NBG to expand exhibits and programs in the Idea Garden and involve more NGC members.

Define project scope, approach, and goals; get agreement from stakeholders	Have collaborative agreement with Naples Botanical Garden.	Year One	Completed Year one Review Annually
Develop written project plan including: budget, milestones, deadlines; get stakeholder agreement.	President Idea Garden Chair Finance Committee	Year One	Completed Year One Review Annually
Recruit Project Manager and Project Team to achieve goal. Add Idea Garden to Board when appropriate.	Governance Idea Garden Chair	Year One Annually	Completed Year One & Annually
Periodically communicate project status to stakeholders.	Idea Garden Chair Communications	Annually	Ongoing
Board allocation of financial resources for start-up and implementation to achieve plan.	Idea Garden Chair Finance Committee Board	Annually	Completed
Provisionals spend two (2) hours working in the Idea Garden	Idea Garden Chair Membership Chair	Initiated Year One	Review Annually

Objective 6

Develop a Plan to Identify and develop those individuals who will lead the critical functions of NGC in the future

Streamline all Board and committee job descriptions so that they are not so overwhelming.	Governance Chair	Ongoing	Officers' JDs Updated Year One
Create a system for "apprenticing" for chair and officer positions.	Governance Committee	Ongoing	Initiated Year One with VP Program/Education
Develop and implement New Board Member Commitment Agreement.	Governance Committee	Year One	Completed
Identify new Board Member mentors; implement New Board Member Mentoring Program.	President	Ongoing	Initiated Year One
Enhance Skill Search Database to better identify member interests	Governance Committee & Volunteers	Year One & Two	Work starting January 2018
Survey members to better identify member interests	, Governance Committee & Volunteers	Ongoing	Introduce Year One

Provide information to members about how to join a committee and get involved; what jobs are available and how to sign up.	Governance Committee Membership Committee Board	Ongoing	Year One Introduced Sign Up Genius Announced available jobs at October meeting
Create training program for jobs that require specific experience (Bus Hostess, FS Clerks)	Committee Chairs	Ongoing	Initiated Year One
Initiate a focus on continuing members, how to meet their needs and get them more involved	Membership Committee	Initiate Year Three	Ongoing

Objective 7-Determine

Allocation of Discretionary Money FY 2017-2018

Prioritize use of funds for variable expenses (programs/workshops, grants, reserves, etc)	Board & General Membership FY 2017-2018	Annually	Started Year One Ongoing
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