

Priority Level/ Timeframe	Goal Area	Strategy
2022 Priority	Strengthen Stability	Document and maintain organizational policies and procedures (including documentation of Van Go model; updating personnel policies; onboarding and offboarding procedures for staff positions; hiring process; financial policies and practices; and pandemic guidelines)
2022 Priority	Strengthen Stability	Develop and retain staff; support investment in staff well-being; ensure regular staff reviews
2022 Priority	Strengthen Stability	Define roles and responsibilities among staff
2022 Priority	Strengthen Stability	Grow staff and board relations
2022 Priority	Strengthen Stability	Board education and development
2022 Priority	Program Evaluation	Seek technical assistance to develop an evaluation plan
	Program Evaluation	Use evaluation data to understand and refine efforts
	Program Evaluation	Build in staff time to support evaluation and reporting
	Program Evaluation	Track alumni successes
2022 Priority	Expand DEIA	Revise communications to use more strengths-based language related to youth served
2022 Priority	Expand DEIA	Increase representation. Diversify board, staff, donors, and artwork.
2022 Priority	Expand DEIA	Provide DEIA trainings to staff and board
2022 Priority	Expand DEIA	Ensure programming is culturally relevant; Provide opportunities for cultural storytelling within programming
2022 Priority	Expand DEIA	Ensure youth voice and leadership (and ensure ongoing/ regular feedback and engagement)
2022 Priority	Enhance Communications	Improve communications around youth hiring (e.g., website, communication to youth about application status)
2022 Priority	Enhance Communications	Revise website to be more usable by youth
2022 Priority	Enhance Communications	Grow avenues of outreach and recruitment strategies (e.g., lunch and learns or patio parties; open house for community and business partners; presence in Final Fridays and local art markets)
2022 Priority	Enhance Communications	Assess current marketing materials; further develop and refine branding and messaging
2022 Priority	Enhance Communications	Refine internal communication structures
2023	Enhance Communications	Empower and train more people to conduct outreach on Van Go's behalf(eg youth, add'l staff, board members, volunteers)

	Enhance Communications	Engage KU and Haskell students in applied service learning experiences (eg design/marketing/communications/business)
	Plan for Sustainability	Develop long-term funding strategy
2022 Priority	Plan for Sustainability	Evaluate funding streams to project sustainability
2023	Plan for Sustainability	Implement a cost-benefit analysis of income sources (also consider community engagement)
	Plan for Sustainability	Explore preservation of past artistic achievements and possible revenue generation
2022 Priority	Plan for Sustainability	Develop new communities that support Van Go, including more diverse age and income levels
2022 Priority	Plan for Sustainability	Diversify fundraising efforts to make them more accessible
2022 Priority	Plan for Sustainability	Assess benefit of pop-up classes for the public for educational and revenue generating purposes
2022 Priority	Plan for Sustainability	Maintain a culture that embraces adaptability, self reflection, and change
2022 Priority	Grow Collaborations	Build relationships and collaborations with existing and potential community partners, including other social service organizations, mental health providers, including Bert Nash referral sources, USD 497, City of Lawrence, and disability organizations
	Grow Collaborations	Maintain and grow business and internship partnerships and targeted outreach
	Grow Collaborations	Strengthen relationships with partners in Baldwin City and Eudora
2022 Priority	Grow Collaborations	Collaborate with youth more deeply, including seeking feedback and regular engagement
	Grow Collaborations	Utilize Alumni as a resource
	Extend Reach	Add structure to alumni support services
	Extend Reach	Build robust and connected alumni network
	Extend Reach	Engage youth to inform future growth opportunities
	Extend Reach	Explore growing Van Go to serve more youth
2022 Priority	Extend Reach	Continue to assess community needs Van Go can fill, avoiding duplication and ensuring mission fit
2023	Extend Reach	Assess possibilities for better reaching Douglas County communities, such as through “traveling van”; Explore local satellite locations (e.g., USD 497)
2022 Priority	Extend Reach	Utilize existing infrastructure and analyze use of space and resources; consider how this could impact revenue and numbers served
	Extend Reach	Explore franchise opportunities (supporting spread of Van Go model to other communities)
	Extend Reach	Grow resources to support expansion