



Sustainability Plan: 2017-2019

Mission Statement: *The Quad City Health Initiative exists to create a healthy community*

Vision Statement: *Quad City Health Initiative will be our community's recognized leader for creating collaborative action on health*

Strategic Goal #1: Create a more engaged board with more active committee structure to carry out many of the functions of QCHI

Objective	Action Plans	Measures of Success	Person Responsible	Budget	Timeline to Start
1.A. Have more active board meetings	1. Feature at least one of the identified strategic health issues at each board meeting with reports from community partners on their actions and community gaps	<ul style="list-style-type: none"> Better knowledge of QCHI mission and work among board members Improved board member engagement Increased giving among board members QCHI clearly addresses community needs Board members can better articulate QCHI's mission and activities 	Board Chair	None	February 2017
	2. Lengthen meetings by ½ hour			None	
	3. Invite external and internal influencers on a specific issue to a board meeting for discussions or presentations as needed			None	
	4. Create time for discussion or reflection during each board meeting			None	
	5. Hold quarterly board meetings (4/year)			None	
	6. Examine ongoing role of executive committee and frequency of meeting			None	
	7. Use board meetings to provide education on social determinants of health			None	
	8. Create board education piece on the purpose and measures of success for QCHI			None	
1.B. Better engage board, standing committees, project teams, and work	1. Provide more transparency with committee work including open conversations with board on any struggles	<ul style="list-style-type: none"> Better interface between the board and committees 	Board Chair	None	2017

Objective	Action Plans	Measures of Success	Person Responsible	Budget	Timeline to Start
groups with each other and the board	2. Each standing committee, project team, and work group provides a report to the board for each meeting with discussion of key issues and successes	<ul style="list-style-type: none"> • Board better able to manage problems as they arise • Board more informed of committee and project work 		None	
	3. Each standing committee, project team, and work group has developed goals	<ul style="list-style-type: none"> • Standing committees, project teams, and work groups receive greater board support 		None	
1.C. Explore board members' interest in increasing knowledge of critical and emergent health issues beyond that discussed at the board meetings	1. Investigate feasibility and desirability of board discussions about key issues outside of board meetings	<ul style="list-style-type: none"> • Improved board member knowledge of critical or emergent community health issues 	Board Chair	None	2019, Q1
	2. Create, or share and adopt existing white papers on key community health issues to share with the board and the community	<ul style="list-style-type: none"> • Better information sharing among board and member organizations • Improved knowledge of community health needs and activities beyond member organizations 		None	2017, Q1 As needed

Strategic Goal #2: Diversify funding with greater participation by private businesses

Objective	Action Plans	Measures of Success	Person Responsible	Budget	Timeline to Start
2.A. Solicit funds on a project specific basis	1. Develop and raise money for projects under key strategic initiatives	<ul style="list-style-type: none"> Increased revenue More sources of revenue 	Fundraising Chair	None	2017, Q3
	2. Focus fundraising on sustaining PICH initiatives			None	2016, Q4
	3. Continue to explore local, regional, and national grant funds to sustain and initiate QCHI work			TBD; estimated at \$5,000	2016, Q4
2.B. Solicit public organizations to support QCHI	1. Present QCHI's work to local public organizations to raise awareness of QCHI's benefits	<ul style="list-style-type: none"> Increased revenue Public organizations include QCHI in their budgets 	Decker Ploehn	None	2017, Q1
	2. Develop plan and strategy to solicit public organizations			None	2017, Q1
2.C. Develop stronger community messages about the value that QCHI brings to community health initiatives and tie to Q2030	1. Expand the role of the BeHealthy QC Marketing Committee to serve all of QCHI as its marketing committee	<ul style="list-style-type: none"> Increased donated revenue Increased number of donors Increased number of partner organizations Improved knowledge of QCHI in the community beyond health partners Better board understanding of QCHI mission and successes 	Marketing Chair	None	2017, Q1
	2. Develop focused communication to the community on value of QCHI that include social determinants of health			TBD; estimated from \$3,000 to \$7,000	
	3. Collect and communicate information about in-kind contributions from community partners			None	
	4. Develop goal for board members to share QCHI story and materials within their circles			None	

Objective	Action Plans	Measures of Success	Person Responsible	Budget	Timeline to Start
2.D. Raise more funds from private sector	1. Board members provide names or connections to individuals and organizations with the capacity and interest to give	<ul style="list-style-type: none"> • Increased revenue • Increased board member involvement in fundraising • More non-board individuals and organizations contribute 	Fundraising Chair	None	2017, Q2
	2. Communicate case for support to selected individuals and organizations			None	
	3. Ask for more funds from private sector funders			\$1,000	
2.E. Create and implement formal stewardship plan	1. Inform board of in-kind and cash donations to QCHI for stewardship purposes and encourage board members to thank sponsors for their support	Increased donor retention	Fundraising Chair	None	2017, Q3
	2. Better communicate community impact of contributions to sponsors and donors			TBD; estimated at \$3,000	

Strategic Goal #3: Define success for QCHI and specific projects

Objective	Action Plans	Measures of Success	Person Responsible	Budget	Timeline to Start
3.A. Define clearer desired measures of success for all projects	1. Craft SMART objective statements for all projects	<ul style="list-style-type: none"> • Board has clear understanding of project success measures • Better decisions on future of projects based on objectives • Better communicate impact of QCHI in the community 	Project Committee Chair	None	2017, Q1
	2. Develop check points for specific projects that tie to Q2030 to identify key decision points			None	
	3. Investigate regional healthy community model or accountable communities for health			None	