



Ohio CDC Association

Strategic Plan for 2020 - 2022

Mission

The Ohio CDC Association is a statewide membership organization that fosters vibrant neighborhoods and improves the quality of life in all communities through advocacy and capacity building of our member agencies.

Vision

OCDCA's vision is the creation of a community development environment that comprehensively improves life opportunities for all Ohioans.

Executive Summary

The Ohio CDC Association is a statewide membership organization tasked with fostering vibrant neighborhoods and improving the quality of life in Ohio's communities through advocacy and capacity building of member agencies. It was organized in 1983-1984 through a grant made by the George Gund Foundation.

Throughout the years, OCDCA has worked with its members to come closer to the realization of a community development environment that comprehensively improves life opportunities for all residents. In recent years we have seen significant advancement. Here are a few examples:

- The AmeriCorps VISTA program expanded from 18 VISTAs to 36 VISTAs, 20 Summer Associates and up to two VISTA Leaders through an operational grant with the Corporation for National and Community Service.
- Three new programs have been launched through the Community Empowerment Initiative in 2018, the Microbusiness Recoverable Grant Program (revolving loan fund), Empowering Communities, and the Social Enterprise Incubation Program.
- Leadership role in passing the Ohio Fairness in Lending Act, comprehensive payday lending reform, saving Ohioans \$75 million a year and collaborating to expand the Ohio Housing Trust Fund \$3 - \$4 million a year.
- The annual conference attendance in 2010 was 170 and increased over time to 300 annual attendees.
- Fundraising has increased with more sources from both philanthropy and government.
- We have become more financially stable and dramatically increased our operating reserves and net assets.
- Our membership has doubled from 130 member agencies in 2009 to 260 member agencies in 2019.

Yet we recognize that much work remains. Therefore, the setting of good priorities and the effectiveness of our efforts are paramount to our ongoing success. With this in mind, we have sought to plan well. This strategic plan is the collaborative effort of OCDCA's board of trustees and staff, assisted by Cindy and Doug Harsany of Harsany & Associates. These goals and objectives emanated from a facilitated planning process including a review of survey results, multiple board/staff exercises collectively and in small groups, and a review of current initiatives and operations.

Goal

Objective

1. Create a Unified Voice for CDC's	<ul style="list-style-type: none">▪ Increase organizational role and capacity for policy and advocacy on behalf of members and low-to-moderate (LMI) communities▪ Develop a meaningful definition of community development and clarify distinguishing characteristics of members▪ Educate stakeholders on what community development is, on the impactful work of members, and on the needs of the communities that they represent
2. Strengthen Member Capacity	<ul style="list-style-type: none">▪ Build political strength of members through education and resources▪ Empower member connections, collaboration and networking▪ Identify member and community needs, and provide meaningful training and technical assistance▪ Develop a framework to launch peer to peer technical assistance▪ Continue to develop programming and to seek out opportunities for funding and resources based upon identified member and community needs
3. Strengthen the Organization Internally to Better Meet Member Needs	<ul style="list-style-type: none">▪ Apply a diversity, equity and inclusion lens to all that we do▪ Ensure that staff are adequately supported▪ Put in place clear goals, strategic objectives, and implementation metrics▪ Continue to diversify funding and to ensure that financial capacity is maintained▪ Strengthen the organizational structure and increase effectiveness of staff/board/member collaboration
4. Expand the Organization's Reach	<ul style="list-style-type: none">▪ Prioritize potential new members and expand the membership▪ Evaluate, identify, and seek to fill gaps in member diversity and geography▪ Seek to expand involvement across membership▪ Develop a clearer identity, brand, and marketing strategy as an organization▪ Maintain and build strategic partnerships



Ohio CDC Association
100 East Broad Street, Suite 500
Columbus, OH 43205
614.461.6392
www.ohiodc.org