



2023 - 25 Strategic Plan

01 Goal 1 – Create a unified voice for CDCs

1. Utilize OCDCA’s guiding principles, Policy Committee guidance, and membership survey to create a policy & advocacy agenda
2. Advocate proactively for the community development field and educate elected officials and other stakeholders on the work of OCDCA members
3. Continue to build the organization’s advocacy capacity through staff or the use of outside consultants
4. Revisit the definition of community development and explore the possibility of an organizational name change

02 Goal 2 – Strengthen member capacity

1. Align, secure, and evaluate funds for innovative programs that align with member needs
2. Continue to provide high-quality training and technical assistance to members based on needs identified in the membership survey, and ensure adequate funding to support this work
3. Explore how to best support members’ diversity, equity, inclusion & justice (DEIJ) initiatives
4. Enhance regional member connections

03 Goal 3 – Strengthen the organization internally for sustainability, growth, and to better meet member needs

1. Create guiding principles for OCDCA, including diversity, equity, inclusion and justice (DEIJ) values
2. Develop a DEIJ policy for the organization
3. Develop a diversified funding strategy
4. Explore collaboration and strategic alliances with other statewide organizations
5. Further organizational priorities through the Annual Conference
6. Update the personnel policy manual and focus on compensation, benefits, and wellness to promote employee retention
7. Establish a periodic review schedule for organizational policies and other key documents



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04 Goal 4 – Expand the organization’s reach

1. Increase membership and retention
2. Develop a member onboarding toolkit
3. Enhance member connections to the Ohio CDC Association
4. Evaluate, identify, and seek to fill gaps in member diversity and geography
5. Build the organization’s profile and establish OCDCA as an industry leader, expert, and respected voice on the state and national level

05 Goal 5 – Continue to enhance the OCDCA Board of Directors

1. Standardize board orientation
2. Standardize board committee structures, including chair selection, meeting times, and participation
3. Provide ongoing board training
4. Continue the creation and implementation of board succession plan
5. Capture institutional knowledge of board members terming out

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.