

Programming

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| Goal | Improve efficiency and effectiveness of program development and selection. |
| Strategy A: | Determine qualitative and quantitative measures by program by end of 2018. |
| Strategy B: | Establish a program development committee for the purpose of evaluating current programs, community needs and new program selection. |

Funding

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| Goal | Develop a financial predictability model, by year end 2018, to inform and apply to organizational efforts and programs that yield greatest potential impact for 2019/2020. |
| Strategy A: | Diversify funding streams to address funding methodologies. |
| Strategy B: | Build and maintain active legislative partnerships/relationships. |
| Strategy C: | Develop a 3-year financial forecast model. |

Marketing

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| Goal | Develop a layered marketing strategy by 7/2019. |
| Strategy A: | Identify consistent branding approach for all materials, messaging, and organizational approaches. |

Mission

Empowering the Northern Berkshire region to enhance the quality of life through our efforts at connecting, convening, and supporting all facets of the community.

Vision

To be a catalyst for a healthy, empowered, engaged community.

Values

Collaborate : We build relationships, actively participate, and lead the community by working across sectors to address community challenges and goals.

Accessible : We create opportunities for all members of our community to understand, engage, and participate in our work and our efforts.

Compassionate Accountability : We foster personal responsibility in a balanced approach for those seeking assistance and help.

Listen : We listen with empathy first, and clearly articulate our ideas second.

Optimism : We are passionate in our work, choosing to recognize and use the assets of our region to achieve our mission.

Results Driven : We have a commitment to continuous improvement through strengthening our methods, transparency in our work, and measuring our impact.