

National Goal and NPI**	Domain	Outcome	Strategy	Responsible Party*	Time Frame
Goal 3 – NPI 3.1 Goal 5 – NPI 5.1	Community Engagement	Build relationships to promote community engagement	<ul style="list-style-type: none"> Model being a community leader Host meetings to network on how to improve community engagement Advocate for clients to become more involved in the community 	MATURA Staff, Governing Board	3 Years- Review annually

Baseline:

Low participation by community members in community events and activities.

Indicator:

Number of meetings hosted and/or facilitated by MATURA. Increase by 10 %

Number of low-income who show active participation in community events and activities as a result of MATURA's advocacy efforts. Increase to 5 people.

National Goal and NPI**	Domain	Outcome	Strategy	Responsible Party*	Time Frame
Goal 4 –NPI 4.1	Community Engagement	Improve awareness of MATURA programs and services	<ul style="list-style-type: none"> Create and use marketing speech Promote MATURA through existing events and activities in each community 	MATURA Staff, Governing Board	3 years- Review annually

Baseline:

Through the community meetings and through the strategic planning process, the feedback indicated that the community and clients were not fully informed about the services that MATURA provides and the impact of those services on the community. MATURA programs are successful in promoting individual programs, but it is important for all programs to promote the agency as a whole also.

Indicator:

Implement a Public Awareness Committee. Done

Develop a uniform/standardized marketing dialog, banners, and tools. Currently working on.

Number of existing meetings and events attended to promote awareness of MATURA programs and services

National Goal and NPI**	Domain	Outcome	Strategy	Responsible Party*	Time Frame
-------------------------	--------	---------	----------	--------------------	------------

Goal 2 – NPI 2.1 Goal 1 – NPI 1.2	Education	Improve clients access to educational opportunities toward self-sufficiency	<ul style="list-style-type: none"> • Offer education opportunities for financial literacy • Offer education opportunities for soft skills through Iowa Works • Offer education opportunities for Client/tenant rights • Offer education opportunities for transitioning off assistance 	WIA, Head Start , Outreach, WIC, FaDSS staff	3 years-Review annually
--------------------------------------	-----------	---	--	--	-------------------------

Baseline:

Clients cannot achieve success without the knowledge necessary to make good choices for their future.

Indicator:

Number of Education Opportunities offered for:

- Financial Literacy
- Soft Skills for job seekers
- Tenant/Landlord Education
- Transitioning to self-sufficiency

Number of participants who participate in and/or complete educational offerings

National Goal and NPI**	Domain	Outcome	Strategy	Responsible Party*	Time Frame
Goal 1 – NPI 1.2 Goal 2 – NPI 2.1	Education	Continue collaboration with school districts	<ul style="list-style-type: none"> • Continued collaboration with schools and early childhood partners • Continued offering of Steer Your Career workshops 	WIA, Head Start	3 years

Baseline:

Through the community assessment process, this was identified as a need in most of the communities that the WIA Youth program can effectively address.

Indicator:

Number of school districts that partner with the agency for early childhood initiatives and the benefits of those partnerships

Number of Steer Your Career workshops held in schools and number of participants

National Goal and NPI**	Domain	Outcome	Strategy	Responsible Party*	Time Frame
Goal 6 – NPI 6.2 NPI 6.3	Nutrition	Improve access to	<ul style="list-style-type: none"> • Increase partnerships with local farmers to donate fresh produce to food pantries 	Outreach and WIC staff	3 years

		nutritious food	<ul style="list-style-type: none"> • Participation in and partnerships with community gardens • Educating the community on healthy food preparation 		
--	--	-----------------	---	--	--

Baseline:

MATURA currently has informal partnerships with local farmers to receive fresh produce the community assessment indicated that this is still a need and there is also a need to know how to prepare foods and preserve food.

Indicator:

Number of local farmers who donate fresh produce to the agency for use in the food pantries.

Number of partnerships with local stores who donate perishable food items to the food pantries.

Number of families receiving fresh produce as a result of the partnerships with local farmers and local store donations.

Number of nutrition, food preparation or preservation classes offered through WIC or outreach office efforts.

National Goal and NPI**	Domain	Outcome	Strategy	Responsible Party*	Time Frame
Goal 2 – NPI 2.1	Housing	Improve housing conditions for low-income families	<ul style="list-style-type: none"> • Educate on tenant rights and responsibilities • Serve as a resource in assisting in landlord and tenant relationships • Advocate for safe affordable housing • Energy Efficiency Education 	Outreach Staff, Energy and Development staff	3 years

Baseline:

Housing opportunities in our service area are limited and clients need tenant education which will help promote housing stability. Energy Efficiency Education will allow clients to devote more money to other needs if they reduce their energy burden.

Indicator:

Number of Tenant education classes offered and number of participants.

Number of clients receiving energy efficiency education through the agency..

National Goal and NPI**	Domain	Outcome	Strategy	Responsible Party*	Time Frame
Goal 1 – NPI 1.1	Employment	Improve client self-sufficiency through	<ul style="list-style-type: none"> • Improve referrals to workforce office for services • Bridge gap between employers needs and job seekers skills 	Workforce Director and staff,	3 years- Review annually

		employment opportunities		Outreach staff	
--	--	--------------------------	--	----------------	--

Baseline:

IowaWORKS data indicates that there is a significant gap between the skills needed by employers and the skill level of job seekers.

Indicator:

Number of Job Seekers who have increased their skills to gain employment

Number of Workforce referrals reported from within the agency.

National Goal and NPI**	Domain	Outcome	Strategy	Responsible Party*	Time Frame
Goal 2 – NPI 2.3	Recreation/ Culture	Increase low-income families access to community activities	<ul style="list-style-type: none"> Educate clients on programs available in the community Explore funding to offer scholarships for community activities Participate in community planning and discussions to represent low-income 	WIA, Head Start, Outreach, WIC, FaDSS staff	3 years- Review annually

Baseline:

The community assessment indicated a lack of involvement in community events and activities. There is a need to get more people, including low-income involved in activities in the communities.

Indicator:

Number of partnerships in the community to provide scholarships or discounted activities to low-income families.

Number of community planning groups participated in by agency staff or low-income clients.

National Goal and NPI**	Domain	Outcome	Strategy	Responsible Party*	Time Frame
Goal 1 – NPI 1.3 Goal 5 – NPI 5.1	Income Management	Improve client capacity to manage income and budget expenses	<ul style="list-style-type: none"> Promote existing education opportunities offered in the community Offer education opportunities for financial literacy 	Outreach/ Family Development Staff	3 years- Review annually

			<ul style="list-style-type: none"> Offer job skills education opportunities through Iowa Works 		
--	--	--	---	--	--

Baseline:

Clients need to increase their income or to make the most of the income they have to improve their family's self-sufficiency. Clients need access to education opportunities to gain employment and money management education to make the most of the limited income they have.

Indicator:

Number of clients who participated in financial literacy, debt management, or budgeting education through MATURA or through a partnership with MATURA.

Number of clients who participated in job skills education opportunities through IowaWORKS.

Number of clients who participated in education opportunities through MATURA or through a partnership with MATURA.

Strategic Plan Update
November 2017

Legend				
0	Not started			Not yet scheduled to begin
1	Planning			On Schedule
2	In process			Slightly behind schedule/progress being made
3	Substantially Complete			Significantly behind schedule/encountering obstacles
4	Completed			

Community Engagement				
Build Relationships to promote community engagement				
	Increase in number of meetings hosted and/or facilitated by MATURA			3
	Increase the number of low-income who show active participation in community events and activities as a result of MATURA's advocacy efforts			2
Improve awareness of MATURA Services				
	Implement a Public Awareness Committee			3
	Develop a uniform/standarized marketing dialog, banners and tools			3
	Increase the number of meetings and events attended to promote awareness of MATURA programs and services			2
Education				
Improve clients access to educational oportunites toward self-sufficiency				
	Increase the number of Educational Opportunities			
	Financial Literacy			2
	Soft Skills for job seekers			2
	Increase number of Educational Opportunites			1
Continue collaboration with school districts				
	Increase number of school districts that partner with the agency for early childhood initiatives and the benefits of those partnerships			2
	Increase number of Steer Your Career workshops held in schools			2
	Increase number of participants in the Steer Your Career workshops			2