



**DIVERSITY COALITION
SAN LUIS OBISPO COUNTY**

STRATEGIC PLAN

OCTOBER 1, 2022

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BACKGROUND

The Diversity Coalition San Luis Obispo, previously named the Five Cities Diversity Coalition, was founded in 2011 and changed its name in 2019. Steve Adams, City Manager of Arroyo Grande, started the group after a cross was burned outside the home of a black Arroyo Grande family.

The Diversity Coalition hired its first executive director in 2022. The Diversity Coalition Board is comprised of 8 board members. Notable projects of the coalition include partnering with local school districts to bring in guest speakers, raising money to place a sculpture called *Arboring Our Roots of Diversity* at Arroyo Grande, the SLO Equity Podcast, and the Fostering Understanding series of community events featuring guest speakers.

The Diversity Coalition strategic planning process took place in September 2022. The development of the strategic plan was rooted in its past, present, and future. Board Members revisited the mission statement and reflected on feedback from affiliate organizations. For the past five years, the organization has focused on building its educational programs and responding to community requests. During the strategic planning process, the Board agreed to prioritize returning to its roots of coalition building.

An engaging and reflective review of the mission statement was a key component of the strategic planning process. Board members shared their perspectives on the purpose of the Diversity Coalition, integrating the organization's history, the reason it was originally created, and the feedback from affiliated organizations. The input from the Board members was organized and distilled into the mission statement. The mission statement was refined throughout the strategic planning process.

The strategic plan prioritizes five goal areas or branches – Coalition Building, Education & Programs, Marketing & Communications, Fundraising, and Governance.

MISSION

To build and sustain a coalition that seeks a more diverse, equitable, and inclusive community through advocacy and education.

STRATEGIC PLAN

This strategic plan presents a clear direction for the future of the Diversity Coalition by prioritizing five goal areas and defining action items that will move the organization towards its mission of building and sustaining a coalition that seeks a more diverse, equitable, and inclusive community.

As a tool for action and decision-making, this plan will guide the executive director, board, affiliates, and volunteers.

The strategic plan is rooted in five goal areas or branches - Coalition Building, Education/Programs, Marketing/Communications, Fundraising, and Governance. The plan outlines action items that further develop each branch and identifies specific activities to move the organization forward in each of the branches.

COALITION BUILDING

Coalition Building is fundamental to the mission of the organization. The Diversity Coalition will bring affiliate organizations together to form an Advisory Council. The Advisory Council will provide insights and perspectives on the needs of the community. The Diversity Coalition will work collectively with the Advisory Council to address community issues around diversity, equity, and inclusion through advocacy and education.

EDUCATION & PROGRAMS

Education & Programs enhance diversity, equity, and inclusion in the community by raising awareness, advocating for positive social change, and providing access to education. The Diversity Coalition will continue the Fostering Understanding Series and podcast, expand education programs into North County, and explore the opportunity to create equity committees in local high schools.

MARKETING & COMMUNICATIONS

Marketing & Communications is critical for community engagement and strengthening the organization's presence in the community. The communication plan includes expanding the Diversity Coalition's presence to all areas of the county, increasing local media presence, and promoting Diversity Coalition events.

FUNDRAISING

Fundraising is required for the growth and development of the organization. The organization seeks to increase its grant portfolio, develop an endowment, organize a major fundraiser, and enhance its donor base.

GOVERNANCE

Governance is necessary for the sustainability of the organization. The Diversity Coalition aspires to increase the Executive Director to full time, grow and diversify the Board of Directors, and strengthen its infrastructure.

BOARD MEMBERS

Cornel Morton - President

Jean DeCosta - Secretary and Co-Chair of Governance

Michael Boyer - Treasurer, Founding Director, and Co-Chair of Governance

Kathleen Minck - Co-Chair of Education/Programs

Kendra Paulding - Chair of Fundraising

Joe Whitaker - Chair of Marketing & Communications

Sarah Conn - Co-Chair of Education/Programs

Rita Casaverde - Executive Director and Chair of Coalition Building
