

EAGALA Strategic Plan

March 2008

5 year Objectives

1. Establish global understanding, support, and demand for EAGALA services
2. Increase the value of membership
3. Improve the quality of EAGALA practitioners
4. Fully develop and staff organization
5. Develop long-term financial stability

Initiative #1

Establish global understanding, support, and demand for EAGALA services

2008 Goals

1. Develop marketing and public relations plan
2. Increase outreach to professionals, agencies, and regions – (expand one day introductory EAGALA courses, translation of manuals and materials, attend/present at conferences)
3. Develop systems to create, gather, and distribute research
4. Establish relationships with agencies to reimburse and provide funding for EAGALA model services

Initiative #2

Increase the value of membership

2008 Goals

1. Provide education, training, and resources to promote program success (facility guidelines, business development, business mentoring)
2. Provide more opportunities for direct member involvement
3. Educate insurers to promote development of a liability insurance program for members and to reimburse for EAGALA programs
4. Improve timeliness/responsiveness of customer services
5. Explore member needs to address membership retention and benefits
6. Create partnerships with funding sources to support EAGALA practitioners' services

Initiative #3

Improve the quality of EAGALA practitioners

2008 Goals

1. Develop and expand continuing education program
2. Strengthen networking groups for peer support and continuing education
3. Diversify training opportunities (advanced courses, more accessibility)
4. Provide curriculum options for partnering with educational institutions

Initiative #4

Fully develop and staff organization

2008 Goals

1. Ensure effective staffing of the organization (paid and volunteer)
2. Develop organizational policies and procedures
3. Expand human resources policies, procedures, and Continuous Quality Improvement (CQI)
4. Develop international and networking group structures, policies, and agreements
5. Establish education and training programs for staff
6. Provide continuous leadership development of directors, officers and committee chairs

Initiative #5

Develop long-term financial stability

2008 Goals

1. Develop/implement a fundraising plan
2. Diversify income resources
3. Evaluate building an endowment and donor base
4. Increase member growth and support
5. Budget for capital investment and operating reserves