

Strategic Plan 2020 - Progress Report 2017

This document is a summary report from the 2016/2017 Children of Deaf Adults Board of Directors to provide an update of work completed and in-progress from 2015 to 2017 directly tied to the goals and tasks set forth from both members and non-members of CODA towards the organisation's mission, vision and purpose, which became our strategic plan - "SP2020." Within the 5-year strategic plan, the Board of Directors were tasked with four main goals. This report includes each of the four goals and the completed tasks for each area of focus.

Strategic Goal 1: Outreach, Community Engagement and Education

1.1 Develop and implement a marketing and communications plan to promote the mission, goals and contributions of CODA.

- Created a consistent brand for CODA International including trademarking the scripted CODA International logo.
- Began releasing professional marketing videos furthering CODA's mission.
- Established and consistently increased social media presence including meta-tags and established standard hash-tag usage, e.g. #CODAInternational #ChildrenOfDeafAdults #MotherFatherDeaf #CODA
- Early stages of engaging with media outlets who are interested in promoting CODA International and Codas.
- Using the strategic plan and surveys related to organisational policies and events for continual operational improvement.

1.2 Establish official partnerships with key national and international Deaf and KODA organizations.

- KODA committee has been re-established.
- CODA representation at international, national and local conferences and events e.g. World Federation of the Deaf, Registry of Interpreters for the Deaf, Deaf Bowling Association event.
- Identifying potential partner organisations for memorandums of understanding e.g. World Federation of the Deaf.

1.3 Enhance and promote informational resources for hearing children of Deaf parents, Deaf parents, educators, health care, and other social service providers.

- Completed the overhaul of the organisation's website which includes local, national and international resources, updated organisational governance documents and continually updated content reflecting the current status of the organisation and events.

Strategic Goal 2: Membership Development

2.1 Develop and implement a fundamental recruitment and retention plan.

- Established a free supporting membership category.
- Defined membership benefits on the website, relating to the member online portal.
- Organised an online member database by region to increase volunteer opportunities and outreach.

2.2 Develop and implement strategies to specifically recruit members of diverse identities and from various national across the globe.

- Established a formal financial assistance process for conference attendees including a rubric and metrics.
- Developed a Visa invitation template for foreign conference attendees.

2.3 Develop and implement strategies to build a KODA to CODA membership pipeline.

- [Three CODA for Koda grant cycles conducted and four grants were awarded to Koda events and programs in both the United States and the United Kingdom.](#)
- Early developments of KODA member involvement in CODA with new Koda marketing campaign to begin in the final quarter of 2017.
- [Established regional fundraising targets for KODA initiatives e.g. Region 3 fundraised and donated directly to the Koda line item in the CODA organisational budget.](#)

Strategic Goal 3: Global Development

3.1 Establish a multilingual approach to officially communicate with CODA members across the globe.

- Early stages of data collection on language preference and usage of members and non members.
- Processed multiple language application for 2017 annual conference in both formal and informal communications.
- Organisational documents (conference manual) translated English/French.
- Processed financial transactions in local Conference currency.

Strategic Goal 4: Organisational effectiveness and viability

4.1 Restructure the organisation's design into a federation-type of structure to provide greater equity and participation of individuals and CODA - affiliated organizations across the globe.

- Early stage discussion of Board restructure and possible organisation/conference restructure.

4.2 Develop and/or officially implement a formal chapter or affiliate system.

- Chapter of affiliate system to be determined by 4.1 organisation restructure and design.

4.3 Enhance the committee structures, leadership and membership to engage more members in doing the operational work of the organisation.

- Vary the volunteer recruitment techniques to increase member engagement and organisational leadership.
- Established Terms of Reference for all organisational committees.
- Conducted a skills assessment for Board of Directors and tie to committee assignments to increase productivity.

4.4 Develop and implement a comprehensive fundraising plan that addresses current organisational goals and objectives.

- Restructured and combined budget and fundraising committees.
- Early development of sponsorship tiers for annual conferences.

4.5 Develop and implement a continuous improvement plan for the organisation and its programs and services.

- Collection of conference feedback, annually resulting in improved financial planning for on-site transactions.
- Terms of Reference created for each committee.
- Investigation of more efficient financial tracking.
- Development of an organisational workbook which transitioned into Terms of Reference to standardise work practice among committees.
- Rubric and application of conference waivers developed and continuously reviewed for improvement.
- Early investigation of internal forensic audit.
- Progress reporting on strategic plan.
- Ensured all financial documents are compiled and stored electronically for all current and future board access.
- Develop and streamline Board election timeline and processes.