**Nevada SILC Strategic Plan 7/1/19-12/31/20** \*

NV SILC Logo 1

**Vision:**

*The Nevada SILC collaborates to create a community that values respect, equality and self-direction throughout the State.*

Goal 1: Increase capacity to fulfill mission and achieve SPIL objectives.

Objective 1.1 Continue to improve our data collection strategy

Outcome: Ensure our SPIL is data-driven

Indicator: An ongoing evaluation/regular review of data

Action steps: 1.1.1 Compile all possible existing sources of data (9/19)

1.1.2. Develop a virtual data center with the CILs & other partners (12/20)

Objective 1.2 Identify skill sets to address needs and increase membership

Outcome: Increased effectiveness of Council

Indicator: Increased progress on SPIL objectives and increased diversity on the Council

Action steps: 1.2.1 Inventory existing skill sets on SILC (7/19)

1.2.2 Develop training plan for existing SILC members (11/19)

1.2.3 Define skills we lack & recruit new members with skills needed (1/20)

Objective 1.3 Create a resource development plan

Outcome: Ability to develop resources for the SILC

Indicator: A resource development plan ready to incorporate into the next SPIL

Action steps: 1.3.1 Access resource development training for the SILC (12/19)

1.3.2 Identify what SILC needs money for (4/20)

1.3.3 Identify amount of money for each need (4/20)

Objective 1.4 Take an inventory of capacity gaps and needs

Outcome: Identify and prioritize areas that need improvement

Indicator: Re-evaluate every 6 months and recognize tangible results

Action steps: 1.4.1 Individual SILC members identify capacity gaps & needs (7/19)

Objective 1.5 Explore ideas regarding social network tools

Outcome: Expand SILC membership and collect data

Indicator: 10% increase in membership & 20% increase in data collection

Action steps: 1.5.1 Utilize search engine optimization (12/20)

Goal 2: Promote IL philosophy including the work of the SILC and CILs.

Objective 2.1 Devlop a common brand and recognition of IL

Outcome: A clear image of who we are

Indicator: Increased SILC website traffic by 3%

Action steps: 2.1.1 Research what is involved in branding &

who does that kind of work (8/19)

2.1.2 Develop an RFP for branding services (10/19)

Objective 2.2 Improve our outreach and educational materials

Outcome: More effective communication of our message

Indicator: At least 3 new methods of communication

Action steps: 2.2.1 Develop new materials based on our new brand (6/20)

Objective 2.3 Educate and engage public policy makers & community leaders

Outcome: Public policy makers & community leaders support IL

Indicator: At least 3 policy makers/community leaders champion IL

Action steps: 2.3.1 Identify public policy makers & community leaders to target (11/19)

2.3.2 Develop a consistent message (7/20)

2.3.3 Identify who will deliver the message to targets (9/20)

Goal 3: Develop and strengthen collaborative partnerships to expand the IL network.

Objective 3.1 Evaluate outcomes from rural outreach to determine priorities (to recruit membership & develop partnerships)

Outcome: Rural needs are prioritized

Indicator: 3 overarching needs are addressed in new SPIL

Action steps: 3.1.1 Establish rural contacts (7/19)

3.1.2 SILC & CILs will develop the “message” for rural outreach trip (7/19)

3.1.3 Do a rural outreach trip (7/19)

3.1.4 Information collected will be reviewed by SILC & CILs and priorities

Identified (7/19)

Objective 3.2 Continue to strengthen our current community partnerships

Outcome: More support from current partners

Indicator: Collaborate with at least one additional current partner in the next SPIL

Action steps: 3.2.1 Identify current partnerships (7/19)

3.2.2 Ask partners if they want to be on contact list to receive

Information (8/19)

3.2.3 Identify potential collaborations with current partners (10/19)

3.2.4 Offer partners a link on our website to theirs (12/19)

Objective 3.3 Cultivate new partnerships based on our priorities

Outcome: Accomplish our priorities

Indicator: A new potential partner for each priority identified

Action steps: 3.3.1 Identify potential partners that share our priorities & create

A contact list (10/19)

3.3.2 Research individual potential partners prior to contact (2/20)

3.3.3 Align priorities with potential partners (4/20)

3.3.4 Develop a SILC partnership “welcome package” customized

Based on priorities (6/20)

**Action Steps Timeline:**

**July, 2019**

Inventory existing skill sets on SILC (1.2.1)

Individual SILC members identify capacity gaps & needs (1.4.1)

Establish rural contacts (3.1.1)

SILC & CILs will develop the “message” for rural outreach trip (3.1.2)

Do a rural outreach trip (3.1.3)

Information collected will be reviewed by SILC & CILs & priorities identified

(3.1.4)

Identify current partnerships (3.2.1)

**August, 2019**

Research what is involved in branding & who does that kind of work (2.1.1)

Ask partners if they want to be on contact list to receive information (3.2.2)

**September, 2019**

Compile all possible existing sources of data (1.1.1)

**October, 2019**

Develop an RFP for branding services (2.1.2)

Identify potential collaborations with current partners (3.2.3)

Identify potential partners that share our priorities & create a contact list (3.3.1)

**November, 2019**

Develop training plan for existing SILC members (1.2.2)

Identify public policy makers & community leaders to target (2.3.1)

**December, 2019**

Access resource development training for the SILC (1.3.1)

Offer partners a link on our website to theirs (3.2.4)

**January, 2020**

Define skills we lack & recruit new members with skills needed (1.2.3)

**February, 2020**

Research individual potential partners prior to contact (3.3.2)

**April, 2020**

Identify what SILC needs money for (1.3.2)

Identify amount of money for each need (1.3.3)

Align priorities with potential partners (3.3.3)

**June, 2020**

Develop new materials based on our new brand (2.2.1)

Develop a SILC partnership “welcome package” customized based on priorities

(3.3.4)

**July, 2020**

Develop a consistent message (2.3.2)

**September, 2020**

Identify who will deliver the message to targets (2.3.3)

**December, 2020**

Utilize search engine optimization (1.5.1)

Develop a virtual data center with the CILs & other partners (1.1.2)

\*The Nevada SILC would like to extend their sincere gratitude to Ann McDaniel of the West Virginia SILC for her assistance in developing this 18-month strategic plan.