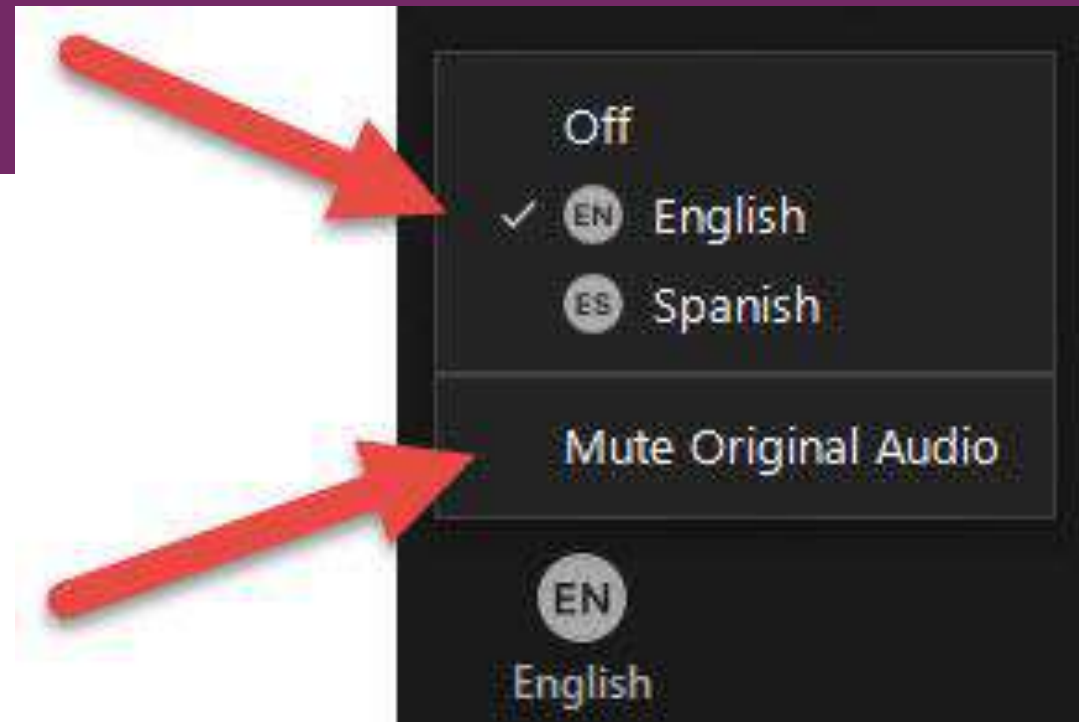
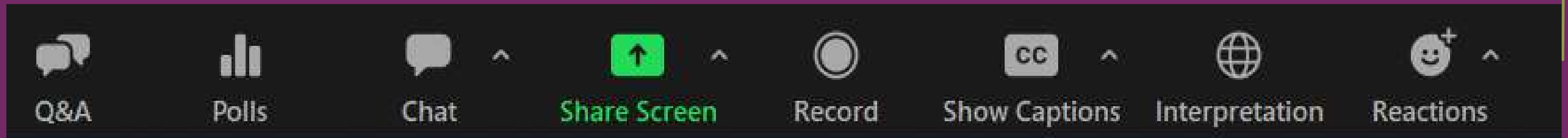


# Language Selection & Closed Captioning



# SLAD INCUBATOR MODULE 1

SMART GOALS AND SCOPE OF WORK

# SESSION FRAMEWORK

01 UNDERSTAND BEST PRACTICES  
FOR STRATEGIC PLANNING

02 LEARN ABOUT SMART GOALS  
AND POLICY AND SYSTEMS  
CHANGE

03 REVIEW THE REQUEST FOR  
PROPOSAL SECTIONS



# STRATEGIC PLANNING



# PURPOSE



# PROCESS

## CLARITY

Mission: What are we trying to achieve and for whom? Why do we exist?

Objectives: What key results or themes support the mission?

Strategies: How will we meet our mission and objectives?

## ACTION

Action Plan: 90 days and annual schedule consistent with objectives and strategies

Implementation: "Work the plan" based on clear accountabilities

Oversee, Monitor, and Evaluate: Course correct as needed



# BENEFITS

01

CLEARLY DEFINES ORGANIZATIONAL PURPOSE, ESTABLISHES REALISTIC GOALS/OBJECTIVES CONSISTENT WITH MISSION

02

COMMUNICATES GOALS/OBJECTIVES TO ORGANIZATION'S CONSTITUENTS

03

DEVELOPS A SENSE OF OWNERSHIP OF THE PLAN

04

ENSURES EFFECTIVE USE OF ORGANIZATION'S RESOURCES BY FOCUSING ON KEY PRIORITIES

SMART GOALS  
AND POLICY  
AND SYSTEMS  
CHANGE





# GOAL.

A BROAD  
STATEMENT OF  
WHAT YOU WISH  
TO ACCOMPLISH.

# OBJECTIVE.

A STATEMENT  
THAT PROVIDES  
CLARITY AND  
DIRECTION.



# PROCESS OBJECTIVES

Implementation-related activities or tasks needed to reach your goals and meet or exceed your SMART objectives for your grant-funded program.

Example:

Marketing outreach to 300 elderly residents in South LA.

Enroll 75 South LA elderly residents in one or more fitness activities.



# IMPACT OBJECTIVES

The achievement of the goal of the project or program when you or anyone steps into the future and then looks back at what was accomplished and the differences that were made.

Example:

South LA residents who participate in Year 1 of the fitness activities will report lower incidence of hypertension and a reduction in chronic disease progression.



S

## SPECIFIC

*State what you'll do. Use action words.*

M

## MEASURABLE

*Provide a way to evaluate. Use metrics or data.*

A

## ACHIEVABLE

*Within your scope. Possible to accomplish.*

R

## RELEVANT

*Improves the business in some way.*

T

## TIME-BOUND

*Be specific on date or timeline.*





## EXAMPLE

**Goal:** We will partner with 75 partner organizations throughout the city to bring socio-emotional, physical health, and arts programs to 100 under-resourced schools that would otherwise be unable to provide their students with these enrichment activities by the end of year 1.

**Objectives:**

- 500 students will benefit from a range of programs and services
- 100 program and services will be connected to under-resourced schools
- 80% of teachers will strongly agree that their students had support that they otherwise would not have received
- 25 new program partners will be identified



# POLICY AND SYSTEMS CHANGE

**Policy and Systems Change:** Describes advocacy/actions that aim to transform systems and institutional structures in order address the root causes of community issues. Systems may refer to established dynamics like governmental bodies but can also include systems of values and mindsets.

**When thinking about PSC, consider how the services that you provide might be a benchmark or model for a healthier and stronger communities.**



# POLICY AND SYSTEMS CHANGE

Characteristics of Event or Program	Characteristics of PSC
One time	Ongoing
Additive: often results in only short-term behavior change	Foundational: often produces behavior change over time
Individual level	Community/Population level
Not part of ongoing plan	Part of an ongoing plan
Short term	Long term
Non-sustaining	Sustaining



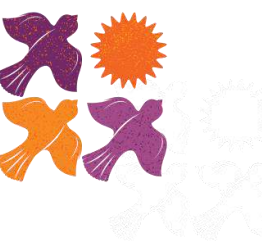
# PROJECT NARRATIVE OVERVIEW





# PROJECT SUMMARY (150 WORDS)

- **WHAT IS A BRIEF DESCRIPTION OF THE ISSUE YOU ARE TRYING TO ADDRESS?**
  - Identify the issue
  - State why it is an issue
- **HOW WILL YOU ADDRESS THE ISSUE, AND WHO WILL BENEFIT WITHIN REGION 2?**
  - State how you think you can fix the issue
  - Example: Opening a co-op space with Organization A to split the costs of overhead and it will benefit Location community members, Region 2 entrepreneurs and business owners.
- **WHAT ARE YOUR ANTICIPATED RESULTS?**
  - Example: We anticipate establishing 1 co-op building with 4 businesses and hosting 10 pottery classes. A total of 200 community members will join the co-op.



# ABOUT YOUR EXPERIENCE

- **KNOWLEDGE OF COMMUNITY ISSUES**

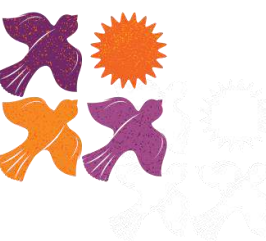
Describe your organization's experience working with the Best Start Region 2 community and/or knowledge of the identified community issues. (200 words max)

- **EXPERIENCE WITH DIVERSE COMMUNITIES**

Describe your organization's familiarity working with diverse communities in South LA. Describe the ways that your organization has performed outreach and engagement activities to ensure inclusivity in your activities. (200 words max)

- **POLICY AND SYSTEMS CHANGE EXPERIENCE AND SUCCESS**

Explain how your organization has advanced policy and/or systems change in communities of South LA or similar communities. Provide specific examples/ supporting evidence (e.g., reports, news articles, actual text of policies, etc.). (200 words max)



# YOUR PROJECT

- **PROJECT IMPACT**

Describe the policy and/or systems change impact your project will have for communities in South LA. (500 words max)

- **PROJECT PARTNERS**

Describe what community partners this project will have, if any, and what they will work on as part of this project. (150 words max)

- **COMMUNITY INVOLVEMENT**

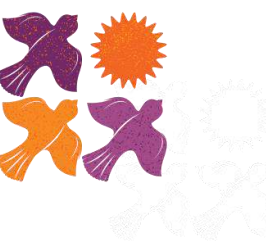
Describe how you will involve community input during project implementation. (200 words max)

- **COMMUNITY INPUT IN PROJECT DESIGN**

Describe how community input was involved in the design of your project and/or creation of this application/proposal. (150 words max)

- **COMBATting ANTI-BLACKNESS AND RACISM**

Describe how you will integrate methods to combat anti-blackness and promote anti-racism through throughout your work on this project. (150 words max)



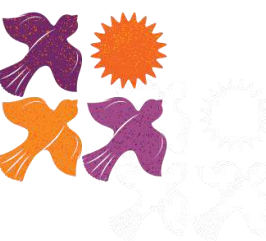
# YOUR MEASURABLE OUTCOMES

- **CLEAR AND ACHIEVABLE OUTCOMES**

Provide a timeline with specific, measurable outcomes for your project.

Measurable outcomes should describe in concrete words what you hope to achieve by the end of the project.

These outcomes should directly reflect the community priority your project addresses and should be described in SMART goal format. (400 words max)



# QUESTIONS?



# Workshop Survey



# OFFICE HOURS

