



2017-18 Strategic Plan

ADOPTED 6-6-17

Goal: Build Community Impact

Objective: Improve Housing Conditions

Strategic Priorities	Action Plans	Metric
Continue to create home ownership opportunities in Williamson County	<ul style="list-style-type: none">➤ Identify and acquire lots on which to build<ul style="list-style-type: none">• Consider land outside of cities or their ETJs• Explore land without utilities➤ Actively pursue partnership with developers and city government for tract purchase/donation or lot purchase/donation➤ Update future homeowner education system➤ Build 6 homes	<ul style="list-style-type: none">• Obtain no less than 4 more lots• Meet build schedule
Identify and utilize opportunities to sustain home ownership in Williamson County	<ul style="list-style-type: none">➤ Assist in homeowner success<ul style="list-style-type: none">• Repair program offered by HFHWC or partner agencies➤ Complete Long Term Recovery Committee Memorial Day Flood Partnership<ul style="list-style-type: none">• Complete first house• Build second house	<ul style="list-style-type: none">• 15 repair projects by June 30, 2018• 2 new house construction projects
Expand community involvement in HFHWC programs	<ul style="list-style-type: none">➤ Increase key volunteer knowledge of goals/results➤ Increase distribution of HFHWC updates<ul style="list-style-type: none">• Distribute a 2016-17 annual report• Update the affiliate website	<ul style="list-style-type: none">• Provide information 2x per month• Increase avg test result to 90%

Goal: Build Sector Impact

Objective: Partner to Increase Shelter Access

Strategic Priorities	Action Plans	Metrics
Promote policies and systems that advance access to adequate, affordable housing	<ul style="list-style-type: none">➤ Collaborate with City of Granger on zoning and development code➤ Meet with key elected officials<ul style="list-style-type: none">• Recruit a volunteer to schedule appointments	<ul style="list-style-type: none">• Mtg attendance with City of Granger staff• 2 meetings per month
Support market approaches that increase products, services and financing for affordable housing	<ul style="list-style-type: none">➤ Work with the Georgetown Housing Coalition in developing a stronger continuum of service➤ Work with Taylor Housing Authority to develop a mixed income development	<ul style="list-style-type: none">• Meet at least 4 times• MOU developed by Dec 2017
Engage different volunteer sectors	<ul style="list-style-type: none">➤ Nurture the 2 existing high school chapters➤ Develop a Young Professionals group<ul style="list-style-type: none">• Use Chambers and WCOAR to identify and recruit charter members	<ul style="list-style-type: none">• Provide 2 volunteer opps• Attend 2 other affiliate events• Recruit YP leader

Goal: Build Societal Impact

Objective: Inspire to End Poverty Housing

Strategic Priorities	Action Plans	Metrics
Serve as a leading voice in growing awareness of housing as a critical foundation for breaking the cycle of poverty	➤ Increase community relations <ul style="list-style-type: none">• Communicate throughout each build process• Create Faith Relations Committee• Widely distribute annual report• Use Facebook boosts to announce projects	<ul style="list-style-type: none">• Boost messages at least 1 time per quarter• Annual report provided through 4 Chamber emails• Use 60K emails from database
Educate on HFHWC mission, vision and core values	➤ Create and implement cohesive message and feel for all messaging <ul style="list-style-type: none">• Contract with marketing firm• Utilize HFHI brand guidelines and materials• Obtain training to develop/mimic graphics in-house and website updates	<ul style="list-style-type: none">• Website live by 9-1• Training obtained by 11-1• Guides/brochures/etc available 10-1

Goal: Build A Sustainable Organization

Objective: Mobilize Resources & Steward Them Faithfully

Strategic Priorities	Action Plans	Metrics
Fund the organization/fund the mission	<ul style="list-style-type: none">➤ ReStore<ul style="list-style-type: none">• Develop and implement processes/procedures• Develop and maintain a full paid staff and volunteer base• Develop a full system of one-time and repetitive donors to stock the store➤ Obtain \$ for home projects for next fiscal year in current fiscal year➤ ReStore net income covers all operating expenses➤ Increase the undesignated cash balance to be consistently \$100,000	<ul style="list-style-type: none">• Paid/staff vols increase knowledge base by 15% by 12-1 & 30% by 7-1• ReStore increases net by 10% over 16-17• Undesignated cash avg of \$100K
Strengthen staff skills/Grow skills and leadership opportunities	<ul style="list-style-type: none">➤ Provide training to volunteers to grow key volunteer base<ul style="list-style-type: none">• Implement adequate tool supply/replacement system➤ Create compensation package based on comparative data<ul style="list-style-type: none">• Develop salary ranges for each paid position	<ul style="list-style-type: none">• Salary ranges developed by March 31, 2016

Goal: Build A Sustainable Organization

Objective: Mobilize Resources & Steward Them Faithfully

Strategic Priorities	Action Plans	Responsible	Metrics
Ensure adequate controls, processes & procedures	➤ Submit application for initial review and award to Quality Texas	DH	• Quality TX engagement award rcvd • Origination within 2 weeks of target date • Review completed by 12-1
	➤ Paid staff understands & fully implements required mortgage origination process in-house	LS	
	➤ Financial procedures reviewed	EB	
Utilize research and data to improve effectiveness	➤ Staff utilize KPI to identify process change needs	Staff	• Weekly review at 75% of admin staff & ReStore staff mtgs