# ASSESSING THE NEEDS OF OUR COMMUNITY AND ITS ASSETS

1.	What do we know about the people we serve? (data)
2.	How will this change? Five years from now? Ten? Twenty?
3.	Who are our constituents?
4.	Which of our constituents are we serving now? How? How well?
5.	What (services, programs) do we do best? Why?
6.	What (services, programs) are we not as strong at providing? Why?
7.	Who else serves the needs of these constituents? What needs and which constituencies are they serving? What do they do best?
8.	What other resources exist in our community that could help meet the needs of our constituents? What would it take to mobilize these resources?
9.	Who should we talk to in order to confirm what we think we know?

### THE VALUES THAT GUIDE OUR WORK

1.	What beliefs or values guide the way we provide our services?
2.	What beliefs or values guide the way we work together? Staff? Board?
3.	What assumptions do we have about how change takes place?
4.	What actions would be unacceptable to us?

# OUR PROGRAM TOOL BOX

1.	In brief, what types of programs or services do we currently provide?
2.	What other types of programs, services or activities would improve the way we fulfill our mission or better meet the needs of our constituents?
3.	Of these other programs, services or activities, which of these could we see us providing?
4.	Are there programs, services or activities that we shouldn't engage in, even if they would help us better serve the needs of our constituents? Why?

# **SETTING OUR ENDS GOALS: What Good? For Whom?**

1.	What is our vision for our constituents 10 years/20 from now?
2.	What would we have to achieve in five years to believe that we could achieve our ten/20 year visions?
3.	What are the critical strategies to create those changes?
4.	Of those strategies, which are the ones that best fit our mission?
5.	If we were to rank those changes, what are our priorities? Why?
6.	How doable are these results?
7.	Now, state these as goals (long term) and five year objectives (measurable, time bound, geographic and audience specific)