



DIVERSITY COALITION SAN LUIS OBISPO COUNTY

STRATEGIC PLANNING



Special Thanks to:



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ENVIRONMENTS
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Content

Summary

Our New Mission

Focus Areas

- Coalition Building
- Educational Programs
- Marketing & Communications
- Fundraising
- Governance

Summary

The Diversity Coalition San Luis Obispo, previously named the Five Cities Diversity Coalition, was founded in 2011 and changed its name in 2019. Steve Adams, City Manager of Arroyo Grande, started the group after a cross was burned outside the home of a black Arroyo Grande family.

The Diversity Coalition hired its first executive director in 2022. The Diversity Coalition Board is comprised of 8 board members. Notable projects of the coalition include partnering with local school districts to bring in guest speakers, raising money to place a sculpture called Arboing Our Roots of Diversity at Arroyo Grande, the SLO Equity Podcast, and the Fostering Understanding series of community events featuring guest speakers.

The Diversity Coalition strategic planning process took place in September 2022. The development of the strategic plan was rooted in its past, present, and future. Board Members revisited the mission statement and reflected on feedback from affiliate organizations. For the past five years, the organization has focused on building its educational programs and responding to community requests. During the strategic planning process, the Board agreed to prioritize returning to its roots of coalition building.

An engaging and reflective review of the mission statement was a key component of the strategic planning process. Board members shared their perspectives on the purpose of the Diversity Coalition, integrating the organization's history, the reason it was originally created, and the feedback from affiliated/partnered organizations. The input from the Board members was organized and distilled into the mission statement. The mission statement was refined throughout the strategic planning process.

The strategic plan prioritizes five focus areas - Coalition Building, Educational Programs, Marketing & Communications, Fundraising, and Governance.

Board Members: Cornel Morton - President
Jean DeCosta - Secretary
Michael Boyer - Treasurer
Kathleen Minck
Kendra Paulding
Joe Whitaker
Sarah Conn

Executive Director: Rita Casaverde

Facilitation by: Dr. Joy Pedersen - Clarity Collective

Our New Mission

To build and sustain a coalition that seeks a more diverse, equitable, and inclusive community through advocacy and education.



Focus Areas

This strategic plan presents a clear direction for the future of the Diversity Coalition by prioritizing five goal areas and defining action items that will move the organization towards its mission of building and sustaining a coalition that seeks a more diverse, equitable, and inclusive community.

As a tool for action and decision-making, this plan will guide the executive director, board, affiliates, and volunteers.

The strategic plan is rooted in five focus areas:

- Coalition Building
- Educational Programs
- Marketing & Communications
- Fundraising
- Governance.

The plan outlines action items that further develop each branch and identifies specific activities to move the organization forward in each of the branches.



Focus Areas

Coalition Building

Coalition Building is fundamental to the mission of the organization and during the strategic planning board members decided to prioritize the strengthening of the coalition and the support to affiliate/partner organizations.

The Diversity Coalition will bring affiliate/partner organizations together to form an Advisory Council. The Advisory Council will provide insights and perspectives on the needs of the community. The Diversity Coalition will work collectively with the Advisory Council to address community issues around diversity, equity, and inclusion through advocacy and education.

- Define what it means to be an affiliate/partner
- Invite prospective affiliates/partners
- Re-affirm existing affiliates/partners
- Develop resource list for affiliates/partners
- Form an Advisory Council of affiliate organizations/partners
- Develop a list of affiliates/partners and contact info
- Define cadence/structure of Advisory Council
- Organize annual Diversity Coalition Gathering
- Establish master calendar of affiliate/partner events



Focus Areas

Educational Programs

Educational Programs enhance diversity, equity, and inclusion in the community by raising awareness, advocating for positive social change, and providing access to education.

The Diversity Coalition will continue the successful Fostering Understanding Series and podcast, expand education programs into North County, and explore the opportunity to create equity committees in local high schools.

- Increase K-12 collaboration, including our expansion to server North County
- Continue SLO Equity podcast
- Support and explore Museum of Tolerance project for law enforcement and teachers
- Continue Fostering Understanding series
- Ensure educational programs are accessible
- Explore high school equity committees
- Establish regular meetings with school officials, such as Superintendent, to discuss relevant issues
- Support positive implementation of Ethnic Studies



Focus Areas

Marketing & Communications

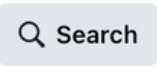
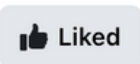
Marketing & Communications is critical for community engagement and strengthening the organization's presence in the community. The communication plan includes expanding the Diversity Coalition's presence to all areas of the county, increasing local media presence, and promoting Diversity Coalition events.

- Expand presence countywide through marketing & communication channels
- Establish marketing calendar and communications plan
- Increase local media presence
- Establish Diversity Coalition events calendar
- Promote master calendar of affiliates events
- Develop monthly newsletter
- Continue presence at community events
- Create calendar of recurrent community events
- Support the marketing of the SLO Equity podcast



Diversity Coalition San Luis Obispo County

1.6K likes · 1.8K followers



Focus Areas

Fundraising

Fundraising is required for the growth and development of the organization and therefore prioritized during the strategic planning process. The organization seeks to increase its grant portfolio, develop an endowment, organize a major fundraiser, and enhance its donor base. Some of the specifics were not included in this public facing document.

- Design and implement yearly fundraising event
- Increase monthly donor base
- Develop consistent, recurring and reusable fundraising campaigns
- Increase grant portfolio
- Develop digital fundraising channels



Focus Areas

Governance

Governance is necessary for the sustainability of the organization. The Diversity Coalition aspires to increase the Executive Director to full time, grow and diversify the Board of Directors, and strengthen its infrastructure.

- Increase Executive Director to full time
- Grow and diversify Board of Directors
- Build committee structure
- Build volunteer program
- Encourage Board training
- Review bylaws known pain points
- Establish a code of conduct/conflict resolution process

team



team



**DIVERSITY COALITION
SAN LUIS OBISPO COUNTY**

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