

UNH Outreach Project Worksheet

Project Title: Strafford County Homemakers – Strategic Planning Initiative

Primary Contact: email: Christine.shea@unh.edu Name: Dr. Christine Shea

Project Description: (1 concise sentence describing the nature of the project) In response to the decision for the Strafford County Homemakers to transform their organization, I designed a strategic planning process that involved both the members of the board of directors and the senior management team.

Full Project Description: (2 concise paragraphs describing the project.)

The Strafford County Homemakers had been grappling for several years with the decision to transform the organization from being largely service-based to one that would also include a large community development project for senior housing and expanded adult day care unit.

Armed with a healthy sense of the reality of strategic planning, many years of management experience and research on mostly for-profit organizations, and a new book entitled *Balanced Scorecard for Government and Nonprofit Organizations*, I set out to make a difference to the Strafford County Homemakers. I designed a strategic planning process that involved both the members of the board of directors and the senior management team. The design involved brainstorming sessions, cluster analysis, and consensus-based agreement to generate mission and vision statements and several overarching objectives. This was followed by further brainstorming and then delegation to working teams to develop the action plans that would support the achievement of those objectives.

Project Website: <http://>

Location:

Belknap Co

Carroll Co.

Cheshire Co

Coos Co.

Grafton Co.

Hillsborough Co.

Merrimack Co.

Rockingham Co.

Strafford Co.

Sullivan Co.

Other states: Please list -

International Locations: Please list -

Duration: Start Date: October, 2004

Anticipated End Date: June, 2005

If ended, are you willing to do the program/project again? Yes No

List Partners/Collaborators:

Internal

External Strafford County Homemakers

Intended Audience/beneficiaries:

K-12 Education Undergraduate Education Graduate Education

General Public Not for Profit Business & Industry

Community Municipal State

Federal Families, Children, Youth

Other:

Estimate of people truly served by project (even though this is an estimate, please consider impact very carefully. An informational website has the potential to impact millions of people, but rarely does. The number of people impacted should reflect some kind of interaction with them.

How sure are you of this estimate?

Very Sure Sure Not Sure I don't know

Concise description of project outcomes – in order of descending importance.

The strategic plan is in its final stages and will be used by the Strafford County Homemakers as a roadmap to use in fulfilling their current mission and vision.

An article to a peer-reviewed journal will be submitted highlighting the process of strategic planning with a not-for-profit agency and the role that organizations such as SCH play in the convergence of the healthcare crisis and aging population in this country, by alleviating some of the pressure by delaying the need for hospital or nursing home placement.

Funding Sources:

UNH Internal - Amount \$

- State - Amount \$
- NSF - Amount \$
- NOAA - Amount \$
- NIH - Amount \$
- NASA - Amount \$
- Foundation - Amount \$
- Business & Industry - Amount \$
- Other - Amount \$

Products - (this information will be used as a search engine for the web site readers)

If available online, provide address

- Books <http://>
- Reports <http://>
- Journal Article <http://>
- Other Publication <http://>
- Presentations <http://>
- Images with key words <http://>
- Project Website <http://>
- Other <http://>

Category of Activity:

- | | |
|--|--|
| <input type="checkbox"/> Education | <input type="checkbox"/> Environment |
| <input type="checkbox"/> Science | <input type="checkbox"/> Human Health |
| <input type="checkbox"/> Children, Family & Youth | <input type="checkbox"/> Business & Industry |
| <input type="checkbox"/> Humanities | <input type="checkbox"/> Creative Arts |
| <input checked="" type="checkbox"/> Community | <input type="checkbox"/> Other |
| <input type="checkbox"/> College Bound Programs | <input checked="" type="checkbox"/> Government/Public Policy |
| <input type="checkbox"/> Foreign Languages | <input type="checkbox"/> International |
| <input type="checkbox"/> Library Media | <input type="checkbox"/> Mathematics |
| <input type="checkbox"/> Multicultural Education/
Diversity | <input type="checkbox"/> Social Sciences/Social Studies |
| <input type="checkbox"/> Technology | <input type="checkbox"/> Athletics |

Keywords: strategic planning, not-for-profit, community development, adult day care

Do you want to be featured in depth on our web page? Yes No

Other comments?