UNH Outreach Project Worksheet

Project Title: Strafford County Homemakers – Strategic Planning Initiative

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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  [x] Not for Profit  [ ] Business & Industry
  - [x] 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:

☐ Education ☐ Environment
☐ Science ☐ Human Health
☐ Children, Family & Youth ☐ Business & Industry
☐ Humanities ☐ Creative Arts
☒ Community ☐ Other
☐ College Bound Programs ☒ Government/Public Policy
☐ Foreign Languages ☐ International
☐ Library Media ☐ Mathematics
☐ Multicultural Education/Diversity ☐ Social Sciences/Social Studies
☐ Technology ☐ 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?