



Urban League of Greater Chattanooga, Inc.

Strategic Plan 2020 - 2023 Executive Summary

ULGC Vision

We imagine a day when Chattanooga-area African-Americans, other minorities and disadvantaged individuals experience the highest quality of life.

ULGC Mission

To enable African-Americans, other minorities and disadvantaged individuals to secure economic self-reliance, parity, power and civil rights.

Urban League of Greater Chattanooga Goals

Financial Sustainability

Build long-term financial security and stewardship.

Capacity Building

Create a comprehensive plan for talent development and efficient business systems.

Programs

Strengthen programs through strategic partnerships and comprehensive program evaluation.

Advocacy

Develop an advocacy function to address relevant issues.

Marketing and Communications

Elevate ULGC brand and mission impact in our region.

Key Strategies & Tactical Activities

Develop multi-year financial plan

Hire dedicated Development Director

Create annual Development Plan

Develop multi-year staffing plan

Increase staff development opportunities

Diversify board of directors and establish ULGC Advisory Committee

Develop new methodology for all-program assessment and evaluation

Initiate new guidelines to maintain and/or scale strong programs

Expand academic and workforce partnerships

Build an advocacy platform around societal and minority issues

Deploy ULGC staff and volunteer representatives to serve on local, state and national educational and workforce groups

Tell the ULGC story and increase brand identity

Increase program transparency and impact