

Anchorage Youth Development Coalition

2020-2025 Strategic Plan

Mission: AYDC promotes and integrates strength based strategies through advocacy, resources, networking, and training to ensure that all Anchorage youth thrive.

Core Purpose: Advance Positive Youth Development.

Core Values: Strengths Based – Collaborative – Inclusive – Data Driven.

Envisioned future: All of Anchorage's youth thrive.

Aspirations

1. AYDC is the foremost place in Anchorage where youth serving entities, business partners, and individuals go for Positive Youth Development skills advancement, collaborative coalition engagement, and other impactful Positive Youth Development strategies, including a focus on equity.
2. AYDC has a clear, respected and effective voice in advocacy for Positive Youth Development.
3. AYDC will support youth serving organizations in data-driven continuous improvement through development of shared community measures.

Sustainability Goals

4. The merger of AYDC and Safe Alaskans is mutually beneficial, maximizes the strengths of all, and is financially and programmatically sustainable.

Unrestricted Funds

5. Diversify AYDC's funding sources to grow unrestricted income for greater stability and financial flexibility to focus on mission-based programming.
6. AYDC has a recognized positive youth development brand among community decision makers and potential funders.

Right People

7. Focus on strategic Leadership Team recruitment and development to access programmatic strengths and funding strengths required to meet the organizational goals.

Partnerships

8. Current coalition members and partners report that they are feeling supported and engaged in the coalition and its initiatives.
9. Expand the number of members and partners, with an emphasis on businesses, faith-based entities, and cultural/ethnic organizations.
10. Develop and implement a meaningful partnership recognition program, highlighting outstanding examples of positive youth development.

Aspirations with Objectives

1. AYDC is the foremost place in Anchorage where youth serving entities, business partners, and individuals go for Positive Youth Development skills advancement, collaborative coalition engagement, and other impactful Positive Youth Development strategies, including a focus on equity.

BENCHMARKS FOR SUCCESS

- a. Increase participation of youth-serving individuals and organizations in AYDC capacity building initiatives.
 - i. Provide training, coaching, and/or technical assistance to 4 additional organizations by 2025 to apply best practices organization-wide.
 - ii. Provide orientation, training, and/or networking offerings to 20% more individuals in 2025 than in 2020.
 - b. AYDC and coalition members and partners¹ increase opportunities for youth voice.
 - i. Establish the structural, policy, and support mechanisms needed for effective inclusion of youth voice within the AYDC Leadership Team by 2021.
 - ii. Implement the Leadership Team youth voice policy by 2022.
 - iii. Compile and share training opportunities and/or guiding documents for youth who are serving on or interested in serving on boards or youth advisory committees by 2023.
 - c. On a state and national level, AYDC is seen as expert in positive youth development.
 - i. Present on best practices in youth-serving professions at two or more national or state gatherings (e.g. panels or conferences) by 2023.
 - d. Model an explicit focus on equity, including but not limited to racial and economic equity.
 - i. AYDC explicitly addresses equity in its operating procedures by 2022.
 - ii. Assess and improve AYDC initiatives with an explicit equity lens by 2025.
2. AYDC has a clear, respected and effective voice in advocacy for Positive Youth Development.

BENCHMARKS FOR SUCCESS

- a. By 2021 AYDC develops a thoughtful and comprehensive advocacy prioritization and decision-making process.
 - b. Annual advocacy goals guided by the Advocacy Committee are tracked and reported on by 2021.
3. AYDC will support youth serving organizations in data-driven continuous improvement through development of shared community measures.

BENCHMARKS FOR SUCCESS

¹ member = paid, partner = engaged but not paid

- a. Collaborate with other organizations to provide coalition members and partners a menu of youth survey components (e.g. questions, scales) and related guidance for measuring positive youth development protective factors in Anchorage youth-serving organizations by 2025.

Sustainability Goals with Objectives

4. The merger of AYDC and Safe Alaskans is mutually beneficial, maximizes the strengths of all, and is financially and programmatically sustainable.

BENCHMARKS FOR SUCCESS

- a. Staff, Leadership Team, and Safe Alaskans Board collaboratively update the AYDC Purpose and Procedures document to accurately reflect and clearly communicate AYDC operations within Safe Alaskans by 2021.

Unrestricted Funds

5. Diversify AYDC's funding sources to grow unrestricted income for greater stability and financial flexibility to focus on mission-based programming.

BENCHMARKS FOR SUCCESS

- a. Support development of a Safe Alaskans fund development plan, including AYDC-specific goals, by 2021.
- b. Support development of policies regarding the Safe Alaskans' Innovative Fund by 2021.

6. AYDC has a recognized positive youth development brand among community decision makers and potential funders.

BENCHMARKS FOR SUCCESS

- a. Develop a branding strategy that strengthens AYDC brand, including its fit with Safe Alaskans brand, by 2020.
- b. Establish a strategic communications and outreach plan to identify specific audiences and specific activities that will raise the level of awareness by 2020.

Right People

7. Focus on strategic Leadership Team recruitment and development to access programmatic strengths and funding strengths required to meet the organizational goals.

BENCHMARKS FOR SUCCESS

- a. Revise Leadership Team recruitment matrix to include diversity, equity, and inclusion goals, including youth representation, by 2021.
- b. Identify and recruit new leadership team members that reflect diversity, equity and inclusion goals including youth representation by 2021.

Partnerships

8. Current coalition members and partners report that they are feeling supported and engaged in the coalition and its initiatives.

BENCHMARKS FOR SUCCESS

- a. By 2024, more than 80% of coalition members and partners report when surveyed that:
 - i. AYDC keeps the community updated and communicates effectively outside of meetings.
 - ii. AYDC meetings are convenient and accessible.
 - iii. AYDC members' and partners' contributions are recognized and their successes are celebrated.
9. Expand the number of members and partners, with an emphasis on businesses, faith-based entities, and cultural/ethnic organizations.

BENCHMARKS FOR SUCCESS

- a. Develop a plan to increase the annual number of businesses, faith-based entities and cultural/ethnic organizations making substantial investments in AYDC through serving on the Leadership Team, contributing financially, or committing time to participation in AYDC initiatives by 2021.
- b. Increase the number of businesses, faith-based entities and cultural/ethnic organizations making substantial investments in AYDC through serving on the Leadership Team, contributing financially, or committing time to participation in AYDC initiatives by 2024 by 20%.
10. Develop and implement a meaningful partnership recognition program, highlighting outstanding examples of positive youth development.

BENCHMARKS FOR SUCCESS

- a. Develop a plan to recognize excellence of AYDC members and partners, including practices (e.g. youth voice), teams, individuals, and/or contributions to AYDC (financial or other) by 2024.
- b. Begin implementation of the plan to recognize excellence in Anchorage's youth serving field by 2025.