



JUNIOR LEAGUE OF
TEXARKANA

Strategic Plan
2019 – 2022

Mission Statement

The Junior League of Texarkana, Inc. is an organization of women committed to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

Focus Area

Children: Literacy, hunger, and poverty

In recognition that children are our future, we are committed to advocating for children and providing services and opportunities that are essential for their physical, intellectual, emotional, and social growth.

Strategic Goal #1

Communications/Administration Council

Provide an operational model that encourages strategic leadership, effective management, and promotes JLT in the community.

Strategies:

- Research and plan for the implementation of the Transformation Rollout: Governance and Management Model.
- Broaden JLT's presence in the community through the use of the Internet and social media platforms.
- Broaden JLT's presence in the community through the use of traditional media.
- Work collaboratively with the Finance Council to make plans to relocate JLT's headquarters.
- Work collaboratively with the Membership Council to support member engagement opportunities.

Strategic Goal #2

Community Council

Increase community impact through projects and partnerships that combat childhood poverty.

Strategies:

- Research and plan for the implementation of the Transformation Rollout: Community Impact Model.
- Develop and strengthen relationships with community leaders and organizations in order to increase community impact.
- Prioritize the annual review of JLT's focus area and community projects.
- Develop a system for documenting and communicating community impact.
- Increase the number of children served through community projects and partnerships.
- Create and maintain a database of community contacts in order to increase community participation.

Strategic Goal #3

Finance Council

Ensure JLT's short and long term financial stability through sound, fiscal management, diversified fund development, and community partnerships.

Strategies:

- Evaluate and manage financial assets in accordance with Strategic and Annual Plans.
- Develop and strengthen relationships with individuals and organizations in order to attract and sustain financial support for JLT.
- Diversify fund development.
- Develop an annual fundraising campaign.
- Work collaboratively with the Communications/Administration Council to make plans to relocate JLT's headquarters.

Strategic Goal #4

Membership Council

Foster a climate that promotes lifelong membership, personal and professional development, and leadership.

Strategies:

- Continue implementation of the Transformation Rollout: Membership Model.
- Increase members' understanding of JLT's mission, strategic plan, bylaws, and policies, and procedures.
- Develop a system for documenting and communicating member engagement.
- Develop a system for evaluating member satisfaction.
- Implement programs designed to increase member retention.
- Provide a variety of opportunities for member engagement.
- Develop a system for recommending members for training opportunities.
- Prioritize recruitment in order to increase the number of New Members.
- Work collaboratively with the Communications/Administration Councils to provide membership engagement opportunities.