



People's Resource Center Summary of Strategic Priorities 2015 – 2018

Strategic Priority: Refine and replicate PRC's model of service delivery through effective operationalization of the "New" PRC-Southeast location.

PRC's last Strategic Plan (2012-2014) focused a great deal of effort on expanding the services available to address the growing demand in DuPage County. Given the continued rise of suburban poverty, PRC's services have remained at high levels and our limited physical space restricted our abilities to continue that expansion. As of October, 2014 PRC has purchased a new, larger facility to house our PRC-Southeast location. Renovations will take place in early 2015, with our transition into the new space being a major undertaking throughout the remainder of the year. The successful model that has been in place over the 40-year history of PRC – a "one-stop-shop" where clients can access basic services, receive consultation and referrals for a wide range of human services, and connect with our empowerment program opportunities – is the model we will follow throughout this transition. In addition, the transition into larger space will bring with it the opportunities to refine this model where appropriate, and replicate the best-of-the-best across the whole of the organization, regardless of the address from where services are being provided.

In the next three years, our benchmarks for successful refinement and replication of our model will include the following:

Year ONE:

- Engage staff, volunteers and professional architects to design an ideal physical layout for the new building, incorporating key learnings from use of present spaces and LEAN/Six Sigma training.
- Successfully complete all physical renovations to the new PRC-Southeast.
- Accomplish a timely and well-planned move to the new location.
- Effectively communicate to all PRC constituents the new address and ensure that service delivery remains seamless.
- Establish solid plans for the gradual expansion of services from PRC-SE.
- Develop and implement the healthy food pantry of the future at PRC-SE, to eventually be replicated at PRC-Wheaton.
- Establish improved internal practices between the two primary PRC locations to ensure that PRC is operating with efficiency and effectiveness and as a unified organization.

- Strengthen Southeast DuPage relationships that already exist, and begin building new relationships within this part of the community.

Year TWO:

- Begin to scale up service delivery from PRC-Southeast to make services available at a greater frequency, determined by client needs.
- Replicate the new healthy food pantry model from PRC-Southeast to PRC-Wheaton.
- Work with PRC partners to raise awareness of PRC services among their networks and constituencies.
- Focus on strengthening a unified PRC culture that includes similar internal practices, consistent “look and feel” of physical space and PRC materials, as well as consistent client and volunteer experiences across all PRC locations.
- Encourage partners across DuPage County to host meetings and other gatherings at the new PRC-Southeast.

Year THREE:

- Re-examine need and services available in Northeast DuPage County to determine whether PRC should consider physical expansion into that region.

Strategic Priority: Effective “asset management” to ensure ongoing relevance and effectiveness in serving our clients.

As a volunteer-powered, community-supported organization, People’s Resource Center has enjoyed the ability to respond nimbly to community need and work directly with community members to craft programs and methods that succeed. We’ve charted our own course and proven that neighbors helping neighbors really works. We’ve also recognized that there are many moving parts that keep our “fly-wheel” turning (as often cited by Jim Collins, *Good to Great*). Those key “assets” that are essential to our success – ranging from staff, volunteers and donors to facilities, equipment and technology – need care and attention to be certain that PRC continues to deliver high quality services that are sustainable over time.

In the next three years, our benchmarks for successful management of PRC’s various “assets” will include the following:

Year ONE:

- Enhance bench-strength and skills of both staff and volunteers through various trainings and succession planning.
- Implement curricula improvements for various Empowerment Programs.
- Assess need and implement improvements to in-kind donation tracking, valuation and recognition process.
- Successfully implement PRC’s *Home for Good* Capital Campaign.
- Establish a comprehensive building maintenance and repair plan.

- Client data management software assessment and transition to improved product.
- Implementation of technology improvements for payroll and related HR functions, volunteer management, and PRC's email interface.

Year TWO:

- Implementation of improved client-survey with established report-back to all constituencies.
- Full-year implementation of Raiser's Edge "moves management" tools.
- Full-year implementation of new client data management tool.
- Continued engagement of both staff and volunteers in various trainings.
- Implementation of building maintenance and repair plan.
- Acquisition of new food rescue vehicle for PRC-Wheaton.

Year THREE:

- Continued engagement of both staff and volunteers in various trainings.
- Assessment and continued implementation of moves management tools.
- Assessment and continued implementation of improved technology tools.

Strategic Priority: Educate the community on PRC and suburban poverty-related issues.

As a volunteer-powered, community-supported organization, People's Resource Center is in the unique position to leverage our deep and varied relationships to spread education throughout the community regarding the realities of suburban poverty, hunger and many other challenges faced by our struggling neighbors. We believe that our supporters are interested in learning more about these topics and many share our belief that through education on these topics, we are able to encourage members of the community to take action to make a difference.

In the next three years, our benchmarks for successful education in the community will include the following:

Year ONE:

- Implement intentional outreach efforts to build and/or strengthen relationships with community partners and other synergistic organizations.
- Increase volunteer and staff education across program areas so that PRC's supporters can more effectively tell our story.
- Strategically raise PRC's profile with new constituencies, primarily focused on Southeast DuPage.
- Share client impact data with volunteers and other partners.
- Introduce "Benevon model" practices to systematically increase quality contacts with constituents, building toward a program of seeking multi-year gift commitments.

Year TWO:

- Implement PRC Symposium that is focused on a relevant issue-area in order to deepen education of community partners and other PRC constituents.
- Implement regular meetings of a “PRC think tank” where interested parties are invited to take a deeper dive on specific topics.
- Continue to raise PRC’s profile with new constituencies across the County and Region.
- Full-year implementation of the Benevon model and planning for next phase of implementation toward multi-year gifts.

Year THREE:

- Development and implementation of Community Education Plan.
- Implement “Return on Investment” snapshot that brings together PRC’s service stats, financial contributions, volunteer service delivery and client impact data to demonstrate how the community has influenced positive impact for struggling neighbors.



We welcome your questions and input on these strategic priorities for People’s Resource Center. Please contact Kim Perez, Executive Director, at 630.682.5402 or kperez@peoplesrc.org at any time to learn more. Thank you for your partnership in the mission-based work of People’s Resource Center.