

WEST GREENVILLE HEALTH COUNCIL STRATEGIC PLAN

2019

The West Greenville Health Council

The purpose of The West Greenville Health Council is to enhance West Greenville health and quality of life thru community, collaboration, and empowerment.

GOAL 1: Increase Membership and Visibility

STRATEGIES:

- Plan Quarterly Events, including Coffee with Pastors, Juneteenth, and Fall Wellness, Holiday Party

Owner _Event Committee - Jan, Ronita, Keke, Arjenae

- Formalize Marketing table including standard layout and materials to enhance ability to expand activity with local events

Owner __Membership Committee - Lynette

SUCCESS INDICATORS:

- Average 12-15 volunteers participating at events
- Be present at 8-10 events yearly with marketing table

GOAL 2: Increase Resources

STRATEGIES:

- Secure part-time staff member

Owner __COMPLETED

- Obtain 501 C3 status

Owner __COMPLETED

- Secure a location

Owner __Steering Committee

- Increase funding (grants, contracts, research)

Owner _ Nancy

SUCCESS INDICATORS:

- Part-time staff with a set location
- 501 C3 status
- WGHC location
- Annual increase in funding

GOAL 3: Advocacy**STRATEGIES:**

- Offer advocacy training to WGHC and community members

Owner __Tori

- Develop pathways to advocacy (become more knowledgeable about local government/community issues to increase knowledge and connections) / Forums (present to community, legislators, Council)

Owner __Mildred / Nancy**SUCCESS INDICATORS:**

- Participation of members with City Council meetings and sub-committees
- Participation of members on local boards
- Engagement of district representatives
- At least 1 advocacy training offered / year
- 1 – 2 Forums offered / year

Identified Strengths

University support/Community connections

Location/medical Vidant

Relationships/Group bonding

Collaboration within

Growing membership/ Building name recognition

Great need/passion for West

Greenville/Commitment of making difference

Knowledge of West Greenville/Status in
community/Knowledge of history

Cultural/ Skills sets diversity

Enhance
West Greenville
health and
quality of life
thru
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and
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Identified Weaknesses

Fragmented community/Low community involvement/Hopelessness

Need for more involvement from faith-based community

Define empowerment

Refine focus

Lack of collaboration with many groups divided/not sharing resources with those who have shared goals

No funding/space/dedicated staff

Communication

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Identified Opportunities

Goal 1: Increase Membership

Strategies:

Partner with community leaders/ Engage city council support

Focus on faith-based outreach/Coffee with pastors

Expand Juneteenth/Marketing tables

Goal 2: Increase Resources

Strategies:

Obtain 501 c3 status

Secure grant funding

Council becomes a place by securing location

Goal 3: Advocacy Training

Strategies:

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Identified Threats

Increasing commitments & demands/Inability to give 100%

Sustainability

Local political agendas

Competition among groups/territoriality

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