



Strategic Plan June, 2019

Background

The Board of Co-Dependent's Anonymous (CoDA) held a Board Strategic Planning Session on June 8, 2019 to define and prioritize key initiatives to advance the mission and contribute to the success of the organization.

The goals for the session were defined as:

- To ensure an inclusive process that allows each member of the Board to provide input and feel ownership of the resulting plan;
- To clearly define the role of the Board and ensure commitment to goals and initiatives;
- To define a set of initiatives and actions that will support the mission and address opportunities;
- To walk away with direction and ideas to present to the Fellowship.

Board Mission Statement

Acknowledging that we are all here for our personal recovery, the mission of the CoDA Board of Trustees is to ensure the longevity and fiscal health of the organization, to support the Fellowship's ongoing service work, to promote CoDA unity and to reach the still suffering codependents.

Situation Assessment

Prior to the strategic planning session, the members of the Board filled out a questionnaire providing input on CoDA's current situation. This included feedback on the strengths, weaknesses, opportunities and threats/challenges of the organization and the Board. The learning from these questionnaires was discussed in the meeting and the SWOT (strengths, weaknesses, opportunities and threats) table was refined based on that learning. The Board acknowledged the 2014 Strategic Plan and agreed the 2019 plan will replace that one, as it has been five years since a full Strategic Planning session has been done and much has been accomplished.

The following SWOT table is an overall summary of things learned:

SWOT Analysis – Internal (Board)	
Strengths <ul style="list-style-type: none">• The recovery of its members• The diversity of talent• The willingness to work hard	Weaknesses <ul style="list-style-type: none">• Not enough people on the Board, and the lack of people willing to serve
Opportunities <ul style="list-style-type: none">• Find ways to listen to what is important to the fellowship regularly• Get the website up and running as soon as possible• Be accepting of countries moving CoDA forward Worldwide	Threats/Challenges <ul style="list-style-type: none">• Not enough connection to the rest of the Fellowship

SWOT Analysis – External (CoDA Organization)

<p>Strengths</p> <ul style="list-style-type: none"> • The program (The Steps, The Traditions, The Promises, The Concepts) • The literature that CoDA has developed • The knowledge we have gained and the recovery that has occurred that needs to be shared • Our spiritual awakening and connection to our Higher Power’s will to bring CoDA to those still suffering 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Current Board and Committee Chairs are not unified in approach and direction • Rotation of Service • Attracting new Trusted Servants • Communications between meeting level and World Service
<p>Opportunities</p> <ul style="list-style-type: none"> • Technology allows us to reach people where there are no meetings • The internet brings us into people’s homes • Technology can help us communicate in different languages • Expansion to other countries 	<p>Threats/Challenges</p> <ul style="list-style-type: none"> • Lack of Sponsors/Sponsorship Programs • Voting Entity representation/designation in US heavy • Current structure limits the ability of the world to participate fully • Language can be a barrier • Lack of rotation at the Committee Chair level • Rising cost of everything – travel, hotels, translations • Assisting Trusted Servants to understand the necessity to comply to IRS nonprofit reimbursement policies

Most Important

Part of the Board survey was to identify the most important things that CoDA must accomplish over the next year. We looked at the top four items:

- 1) Expand Voting Entity Designations**
- 2) Language and Geographic Barriers**
- 3) Spread the Word**
- 4) Healthy Committees**

2019 Strategic Initiatives

Based on learning from the assessment of the current situation as well as progress made this year, the team developed and prioritized a list of strategic initiatives. The common “themes” that emerged from the brainstorming were needs for (1) international communications, (2) strengthening relationships, (3) international inclusion, and (4) public information/messaging.

The following are the four (4) top initiatives which the team selected as critical for the success of CoDA in the next 1 to 5 years.

Initiative 1: Expand Voting Entity Designations

- Initiative Owner - Board
- Team Members – Board, IMC
- Goal: To allow those in other countries to set the criteria for the number of votes per country for CSC, which will allow more engagement worldwide.
- Key Steps in the Process:
 - Create a motion for the 2019 CSC to start the conversation. *DONE*
 - Allow each country to determine the amount of VE's for their country, within VE guidelines.
 - Take a deeper look at the Voting Entity process to get a better understanding, then work towards a more efficient process.
 - Allow for more CSC translation opportunities for the international VE's to vote.
 - Define the process for how VE's are chosen.
- Timeline –
 - 1 Month: Create a motion at CSC to open the conversation
 - Bylaw Change to Article 4, Section 2: Clarify that each state and territory of *each country* is established as a voting entity and can send a delegate to CSC.
Current verbiage with strikeout change: Each State and Territory of the United States of America and each Country is established as a Voting Entity (VE) and entitled to send two (2) Delegates to the Service Conference.
 - 1 Year: Work with IMC on a process of how each country chooses the number of delegates.
 - 2 Years: Move the process forward (defining the process and including more VE's) based on the work between individual countries and IMC.

Initiative 2: Language and Geographic Barriers

- Initiative Owner - Linda
- Team Members – Board, Events
- Goal: To be more inclusive of the CoDA World Fellowship and allow more opportunities for CSC involvement from other countries.
- Key Steps in the Process:
 - Research and find accurate translation technology
 - Earbuds, Google Translate, Zoom chat areas?
 - Implement time into CSC voting process to allow for translations.
 - Create a budget and hire an FSW to assist with translation and research on technologies.
- Timeline
 - Next 60 days: Work with Events for the 2019 CSC - test out translation technology devices with willing Spanish (SPO) and French volunteers.

- 1 Year: Budget, find and hire a Fellowship Service Worker to assist with translation and research technologies for ongoing growth in this area.
- 2 Year: Utilize a Fellowship Service Worker as an interpreter.
 - Split the cost between the Board and the country needing interpretation
- 3-5 Years:
 - UN Model
 - 2-way headsets that allow for translation
 - Separate Zoom channels for different translations
 - Website translations
 - Future CSC location outside of the country

Second phase of this Initiative, to be ongoing, is:

- Website translation and integration of new technologies
- Develop an app for CoDA translations

Initiative 3: Spread the Word

- Initiative Owner - Board Chair
- Team Members - Board, Outreach
- Goal: To educate the public (therapists, schools, institutions, etc.) about the program as a tool for the still suffering co-dependent.
- Key Steps in the Process:
 - Create a Request for Proposal (RFP) with outline of services needed and research companies to send to. Goal for at least three solid proposals to choose from.
 - Hire a firm and begin to develop a Public Service Announcement (PSA)
 - Develop PSA in both English and Spanish to start with
 - Share the PSA through multiple platforms
 - Create a Public Information Campaign
 - Expand to other countries
 - Establish a committee to take on the project permanently – engage Outreach/WCC and SL Committees in process
 - Engage Fellowship by asking for donations
- Timeline
 - 1 Year (3 months): Hire a professional PR/PI firm to create a PSA that can be shared through multiple platforms. The PSA should be diverse, anonymous, and able to be produced in both English and Spanish.
 - 1 Year: Once created, work with Fellowship to get it distributed.
 - 2 Year: Phased Public Information campaign:
 - that can be expanded to Europe and Asia
 - that can use different channels of distribution, including print, Podcasts, YouTube, and Ted Talks.

- 3-5 Years:
 - Expand to more countries such as Africa.
 - Establish a committee to take on this project permanently.
 - Develop a template that other countries can utilize.

Initiative 4: Healthy Committees

- Initiative Owner - Board Chair
- Team Members - Board, Chairs Forum
- Goal: To achieve successful, highly functioning committees.
- Key Steps in the Process:
 - Board members write to Chair of Committees that are not meeting approved Committee expectations.
 - Continue to speak about rotation of service for healthy committees.
 - Stay connected to Chairs through Chairs Forum and keep advocating for healthy committees.
- Timeline:
 - 1 Month: Board reach out to committees that are not meeting expectations.
 - Reminder about minutes and Policies and Procedures for committees.
 - 1 Year: Advocate for healthy committees – rotation of services, Chairs Forum service, offer assistance to committees, as needed.
 - 2 Year: Present a formal proposal for rotation of service and chair term limits to CSC.

Next Steps:

- Prioritize Initiatives with current resources;
- Set timeline with the Team Leaders;
- Hire a PR/PI firm;
- Research translation technologies;
- Determine how to present to Fellowship for feedback.

Meeting Attendees

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