**20/20 VISION**

**2016-2020 STRATEGIC PLAN**

COMMUNITY ACTION, INC.

**KEEPSING OUR GOALS IN SIGHT**

1. **Customers**
   - Have greater capacities to meet their basic needs
   - Experience improvements in personal economic stability and growth
   - Lead healthier, safer and more rewarding lives
   - Actively contribute to the well-being of themselves and their community

**PERSPECTIVE**

**Communities in North Central and North East Kansas**

- Make it a matter of policy and practice to reduce causes and conditions of poverty
- Seek out and maximize available poverty-fighting resources
- Encourage and facilitate engagement of low-income people in community initiatives

**CLARITY**

**Community Action**

- Is recognized and trusted as the leading poverty-fighting organization in North Central and North East Kansas
- Has the human and financial resources necessary to be an effective agent of positive change
- Uses innovation, research and analysis to drive decision making
- Pursues excellence in all we say and do
our vision

The North Central and North East region of Kansas is a place where poverty’s persistence and impacts are measurably diminished; where INDIVIDUALS AND FAMILIES are successful in escaping from and staying out of poverty; and where COMMUNITIES reap the benefits of a civically engaged, economically viable society. COMMUNITY ACTION is a recognized, trusted and thriving leader in the fight against poverty.

strategies

- Housing
- Youth & Early Childhood Development
- Basic Needs
- Adult Education, Work & Cultural Supports
- Family Self-Sufficiency
- Advocacy
- Community Governance
- Accountable Management & Administration

Our Governance Promise

The Community Action Board pledges to:

- Ensure that resources are allocated according to EVIDENCE-INFORMED needs and practices.
- Regularly perform CRITICAL REVIEWS of progress toward established goals.
- Be ADVOCATES for Community Action and a supportive voice for low-income people.
- Actively participate in the GENERATION OF RESOURCES to help Community Action achieve established goals.

“A VISION is not just a picture of what could be; it is an appeal to our better selves, a call to become something more.”

- Rosabeth Moss Kanter


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