



Center for Conflict Resolution Strategic Plan

It is with great enthusiasm that we share an overview of CCR's new strategic plan! During this process, we gathered insights from volunteers, staff, Volunteer Council members, Board and Auxiliary Board members, and other stakeholders.

To all who contributed to the creation of this plan, we express our great appreciation.

STRATEGIC GOAL 1: Strengthen community awareness of and engagement in conflict resolution services.

- Refine CCR marketing strategy to increase community awareness
- Conduct targeted community outreach
- Center and prioritize community-referred cases

STRATEGIC GOAL 2: Leverage CCR training brand to expand training clients and revenue.

- Create and implement a training-specific marketing strategy
- Achieve growth in targeted training clients
- Active promotion of CCR training by board members in their networks

STRATEGIC GOAL 3: Prioritize diversity, equity, and inclusion to better serve our clients and communities.

- Strengthen volunteer recruitment and retention, with a focus on DEI
- Strengthen staff recruitment and retention, with a focus on DEI
- Focus on staff and volunteer morale and experience
- Continuously evaluate and improve accessibility for clients and volunteers

STRATEGIC GOAL 4: Position CCR internally for sustainability, resiliency, and growth.

- Evaluate and re-design CCR's organizational structure
- Prioritize sufficient staffing, new roles, and hiring in budgets and decision making
- Complete succession plan
- Strengthen and increase Board and Auxiliary Board support for CCR, including time, talent, and treasure

STRATEGIC GOAL 5: Support organizational vitality with expanded funding.

- Sustain CCR's strong relationships with courts and within legal aid
- Strengthen and diversify fundraising efforts
- Annually increase board leadership in development and fundraising