

2018-2019 Strategic Imperatives (DRAFT 1.0)

DI Colorado

Annual Board Retreat

7/20/18

2019 Program Year Strategic Imperatives:

A. Intentionally Establish, Grow, and Retain Relationships

As we continue to live our cultural anchor of “Experience and Relationships,” and as we continue to provide support for all volunteers, staff, and stakeholders, we are prioritizing “more significant” support in program year 2019 for:

1. Regional Directors and District Coordinators (continue to build deeper and more meaningful collaborative partnerships)
2. Program Sponsors (more focused and pervasive attention)

B. Strategic Investments

DI Colorado finds itself in the position of having another year of surplus of revenue over expenses at the end of program year 2018. The board is prioritizing strategic investments in the following areas as a means to continue growing our organizational capabilities:

1. DICO-focused impact analysis (develop data-driven resources to support decision making, as well as support sponsorship “proof of benefit” requirements)
2. Resources (tools, materials, “maker-spaces”, etc. to be available across Colorado to support team members and team managers in skills development and solutions creation)
3. Organizational Development (capacity planning, capability building, organizational structures, and tools, and processes to support continuous development of DICO)

C. More Consistent Support for ALL Regions

Given the historic geographic concentration of DI Colorado in the Denver metro area, affiliate-related support for non-Denver based regions has been “variable.” The board will extend its 2018 strategic imperative of “provide regional consistency of support with a local flavor” into the 2019 program year as well.

1. Training, marketing, outreach, recruiting, communication, tournament support, etc. (more onsite participation, and virtual touchpoints from the affiliate office where needed and desired on behalf of regional and district coordinators.)

D. Digital Platform

In order to extend our “best experience” culture into our digital platforms, we will provide resources, support, and partnership with DICO stakeholders when it comes to improving how we interact through our website, email, apps, social media, and other digital platforms.

1. In particular, the board is prioritizing the design and deployment of a refreshed DIColorado.org website during program year 2019. Please see the document “DI Colorado Digital Platform Strategy Brief, 08_05_2019, (V1.0).docx” for more details.