

NOAGL Strategic Plan Proposal

With the formation of a non-profit Board, NOAGL took a significant step towards becoming an active, formal organization. Another crucial step in this process is the development of a long-range plan – a strategic plan – that answers the questions “Who are we?”, “Where do we want to be in 3-5 years?”, and “How do we define success?”

Who are we?

The proactive step of developing a strategic plan will allow NOAGL to establish its mission, vision and value statements. These are the pillars from which all Board actions should be based.

- *Mission statement – NOAGL’s purpose and objectives.*
- *Vision statement – the future NOAGL strives to create for New Orleans and our world.*
- *Value statement – the core priorities of NOAGL; what NOAGL stands for.*

The focus of the strategic plan must be on serving and engaging our stakeholders. Our stakeholders include:

- Students
- Parents
- Coaches
- Educators - Private + Public Schools
- Alumni
- Board Members
- Community Members

Where do we want to be in 3-5 years?

After surveying our stakeholders, the task force will evaluate NOAGL’s performances and activities to determine our priorities for the next few years. These performances and programs include:

Performances:

- Alumni Relations
- Brand Establishment
- Community Relations
- Development, Marketing & PR
- Finances
- Membership Retention & Growth
- Program Administration

Programs:

- Fall/Spring Coaches Meeting
- Winter/Spring Awards Ceremony
- Game Tournaments
- GA-LA “Dirty South” Invitational
- Tri-Parish Tournament
- AGLOA National Tournament

How do we define success?

The strategic plan will be broken down into three components – strategic goals, desired outcomes, and strategic initiatives.

- Strategic Goals – what we plan to do.
- Desired Outcomes – how we will measure success.
- Strategic Initiative – implementation of the plan.

Closing notes:

Strategic plans are living documents. They cannot be abandoned after the planning work is done. Each aspect of the plan should be the responsibility of a board member or subcommittee member. Regular updates should be provided on the status of the implementation of the plan.

Task force membership should be diverse. The task force should include a mixture of stakeholders with varying experience. This task force will be comprised of three Board members, two coaches, two community members, and two parents.

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Target Deadline	Action
March 1	Receive NOAGL Board approval, get board “buy-in”, determine approval process.
March 10	Confirm task force members. Determine initial meeting date and venue.
March 25	Hold first meeting. Review, edit and approve task force plan. Develop stakeholder surveys and focus group questions. Assign responsibilities.
April 15	Conduct SWOT analysis (strengths, weaknesses, opportunities and threats) through stakeholder surveys, interviews and focus groups.
May (8*) 15	Review research. Develop mission, vision and value statements drafts.
June 25	Determine strategic goals and desired outcomes.
June 30	Draft preliminary strategic plan for review by stakeholders.
July 10	Receive feedback on draft plan.
July 25	Revise plan based on feedback.
August 1	Submit plan to board for approval.
August 10	Board holds first meeting of the school year.

* If possible, present draft at the May 8 coaches meeting.