

FOUNDATION

OUR MISSION

The Junior League of Galveston County is an organization of women committed to promoting voluntarism, developing the potential of women and improving the community through the effective action and leadership of trained volunteers.

VISION

Our community maximizes opportunities for all through the leadership of women.

VALUES

The Junior League of Galveston is guided by the following values:

- A membership that is inclusive of all women who believe in the importance of women's civic leadership
- The power of collaboration across all sectors to create sustainable and thriving communities
- The significance of women exercising leadership widely and broadly throughout the community
- A League environment that encourages diversity of opinion and supports multigenerational engagement

COMMITMENT TO DIVERSITY & INCLUSION

The Junior League welcomes all women who value our Mission. We are committed to inclusive environments of diverse individuals, organizations and communities.

COMPETITIVE ADVANTAGE

What we do best is developing a network of women empowered as leaders creating community change.

STRATEGIC GOALS AND PROGRAM OBJECTIVES

COMMUNITY ENGAGEMENT

1. Improve Literacy Rates within our Community by passing out 1,000 books by 2022
 - 1.1. By 2022, the League will host a community wide Book Drive, including a promotional campaign effort, mechanism for book distribution and location which both serves the needs of our community's children while also promoting League visibility
2. By 2022, the League will improve visibility and brand awareness by participating in one new community wide event.
 - 2.1. By 2020, develop and publish a process for all League members to be able to (1) identify and (2) suggest an opportunity for Junior League participation within our community
 - 2.2. By 2020, the League will have developed a formal process for focus groups to respond to emergent issues from the board, members, and/or community
3. The League will assess and evaluate our current community programs for need, impact and member satisfaction and interest.
 - 3.1. By 2020 the League will have an assessment and evaluation plan in place.
4. By 2022, develop a focus group for investigating partnership with various community boards, such as the Galveston Arts Board, to encourage JL involvement

MEMBER ENGAGEMENT

5. By 2022, the League will have 30 applications for Leadership and Committee positions
 - 5.1. By 2020, the League will develop and promote a Placement Application for Leadership and Committee positions and Placement Nomination forms
 - 5.2. By 2021, the League will have developed a Placement Policy ensuring the utmost confidentiality and outlining the updated placement application process
 - 5.3. By 2021, the League will host an Application and Resume Writing Workshop to encourage self-nominations as well as preparing our League members with real world training
 - 5.4. By 2021, the League will have a focus group to determine whether we will use the AJLI Placement Tool
6. By 2022, the League will increase member retention by 10%
 - 6.1. By 2020, the League will roll out the Mentoring Matching opportunity, linking newer members with veteran members who are willing to share their knowledge and encourage connection within the League
 - 6.2. By 2020, the League will have 24 unique member mentions (webzines, social media, or on the website) throughout the year.
 - 6.3. By 2020, the League will increase Exit Interview completion rates by 25%
 - 6.4. By 2022, the League will develop a Focus Group process for women who are capable and willing to participate in a leadership role, but who may not have the time for a formal leadership position.

DATA ORGANIZATION

7. By 2022, the League will improve general satisfaction around our Website by 50%
 - 7.1. By 2021, 100% of volunteer hours will be tracked on the website
 - 7.2. By 2020, the Junior League will establish a focus group to determine whether Volunteer Matters is an adequate host for the needs of our League
8. By 2020, the League will improve meaningful use of all internal data mechanisms
 - 8.1. By 2020, the League will host 100% of all internal data on a shared drive
 - 8.2. By 2020, the league will develop and publish a plan for transition and knowledge transfer
9. By 2020, the League will conduct an analysis on determining the best way to manage sponsor/ donor / partner information
10. By 2022, the League will have 100% updated policies regarding the new governance management model, placement process, and any other internal policies currently applicable to the League

LEAGUE GROWTH AND BRAND SUSTAINABILITY

11. By 2022, the League will have grown by 10% and increased its visibility as an organization of women empowered as leaders creating community impact.
 - 11.1. By 2022, the League will have established the plan for inclusive environments that welcome diverse individuals, organizations and communities who value our Mission.
 - 11.2. By 2022, the League will have an integrated communications plan that positions the League in the community, emphasizing the civic and community leadership assets of its members.
 - 11.3. By 2022, the League will have an integrated menu of tools, including social media, to communicate with its publics and to enable members to connect with one another and with their community partners.
 - 11.4. By 2022, the League will have a system in place to evaluate the impact of member engagement, community impact and sustainable operations.