

Arizona Family Resource Network

2022 Strategic Plan

Our Mission: Create a community of robust and collaborative family resource centers championing quality family support

Our Vision: Strong, connected family resource centers - Thriving Arizona families

Glossary:

- **AzFRN:** Arizona Family Resource Network
- **CAC:** Community Alliance Consulting, the AzFRN's supporting consultant team.
- **FTF:** First Things First, the primary state level project funder
- **FRAC:** Family Resource Advisory Council
- **FRC:** Family Resource Center
- **Members:** Member agencies or institutions that make up the AzFRN.
- **PAC:** Parent Advisory Council

Goal #1: Administer the Arizona Family Resource Network

- Objective 1 - By July 29, 2022, publish and approve annual Governance Plan.
 - Incoming Chair and AzFRN members will review current governance plan and identify areas to update, including language for member dues beginning FY23 by March 31, 2022.
 - Incoming Chair will present the updated plan for membership vote by June AzFRN Meeting.
- Objective 2 - By August 31, 2022, review AzFRN membership and annually thereafter.
 - Letters to members out of compliance will be sent by FRAC Chair by May 31, 2022.
 - Members out of compliance must respond by June 24, 2022.
 - The FRAC will review, vote, and make decisions and recommendations by July FRAC meeting for implementation by August AzFRN meeting.
 - An annual attendance report prepared by secretary and shared with the FRAC by June 30, 2021.
 - As needed, send welcome letters to newly established FRCs, sharing meeting dates and locations, and detailing the process to becoming an AzFRN member.
- Objective 3 - By June 30, 2023, increase member participation by an observable percentage, as measured by attendance to AzFRN and committee meetings.

- Design a one page (front and back) informational brochure explaining the benefits and expectations of AzFRN members.
 - FRAC members will perform outreach to personally recruit two FRC members or family-servicing friends by June 2023.
 - Host an annual Membership Information session, designed for new AzFRN members or new individual FRC staff members by June 2022.
 - AzFRN Chair will clearly communicate committee participation expectations to AzFRN members annually, by the August 2022 AzFRN meeting.
- Objective 4 - By September 30, 2022, the new FRAC Leadership Team will be ready to assume their positions.
 - Past Chair will roll off.
 - Previous Parent Involvement position will roll off.
 - Previous Secretary will roll off.
 - Amend governance to accommodate bi-annual roll off of one member at large position.
 - In May 2022, FRAC will initiate a search for Secretary, Member at Large, and Incoming Chair.
 - Objective 5: A FRAC Member at large will convene the FRC Connections group and report back at each FRAC meeting, and to the AzFRN at least twice a year.
 - FRAC Officer Member at Large will create a welcome letter and distribute for new FRCs by June 30, 2022.

Goal #2: Provide support to Family Resource Centers to increase parent involvement and leadership.

- Objective 1 - By December 2022, an FRC with an active Parent Advisory Council (PAC) will host an annual AzFRN meeting and highlight a parent voice(s).
 - The planning committee will focus their work in July 2022 for the October AzFRN meeting.
- Objective 2 - Promote the continuum of parent engagement among AzFRN members to increase and support authentic parent participation.
 - Educate members on the continuum of parent engagement at an AzFRN meeting by June, annually.
 - Execute a survey to measure where FRCs are on the continuum of parent involvement by October 2022.
- Objective 3 - Consult with National Family Support Network on parent involvement.
 - Identify a member of the AzFRN to attend and/or join the National Family Support Network by March 31, 2022.

- AzFRN representative to the National Support Network will report back to the FRAC and AzFRN as applicable, and ongoing.

Goal #3: Be recognized as the source of professional development and support for Arizona's FRCs.

- Objective 1 - Support the FRC's approach to social media by initiating an ad-hoc committee by December 31, 2022.
 - CAC to meet with FTF to determine if and how much capital may be available to promote an online/social media outreach strategy by May 31, 2022.
 - CAC will facilitate conversations about whether a social media strategy would benefit the AzFRN, funding potential, and the sharing of current strategies by July 29, 2022.
 - Provide professional development on how to launch social media marketing campaign by December 31, 2022.
- Objective 2 - Administer a public-facing AzFRN website.
 - CAC will offer two AzFRN website directory management trainings annually, one in the spring and one in the fall.
 - CAC will meet with FTF to discuss the steps for streamlining the current website platform into a directory by April 29, 2022.
 - CAC will integrate any new information in the fall 2022 AzFRN website training.
 - CAC will work with the AzFRN to maintain an active Events webpage, ongoing.
 - CAC will work with FRCs to ensure that their contact information and photos are reviewed twice annually and updated as needed.
- Objective 3 - Execute annual meeting invitations for AzFRN partners.
 - Determine how the quarterly meeting structure will roll out, and how that will affect communication with partners.
 - Determine a meaningful way to engage with partners.
 - For partners prioritized at AzFRN meetings, the designated party referenced will confirm invitations by three months, one month, and one week prior to meetings. The 2021/22FY schedule is below, updated by May 2022:
 - Children's Action Alliance - February AzFRN meeting confirmed by Consultant Funke
 - Division of Developmental Disabilities and/or Arizona Early Intervention - April AzFRN meeting confirmed by Chair
 - Women, Infants, and Children - August AzFRN meeting confirmed by Chair
 - Children's Action Alliance - October AzFRN meeting confirmed by Consultant Funke
 - Department of Child Safety - December AzFRN meeting confirmed by Chair

- Objective 4 - Host an annual gathering for professional network partners and friends adjacent to the FTF Annual Summit.
 - Pause Summit gathering plans for a second subsequent year.
 - Review event goals in strategic planning session for 2023; look to include sustainability partners.

- Objective 6 - By March 31, 2022, conduct annual inventorying and relocating marketing materials.
 - Distribute materials to centers state wide by April 30, 2022.

Goal #4: Launch and mobilize the Arizona Family Resource Network into the future by diversifying its resources and increasing its independence.

- Objective 1 - Review report from ckSYNERGY as a FRAC and make sustainability recommendations by April 30, 2022.
 - Explore and integrate professional development throughout the Sustainability Plan.
 - Explore further the proposed dues structure for 2023.

- Objective 2 - Update the Sustainability Plan by August 31, 2022, and annually thereafter.
 - The committee will integrate fundraising strategies and developing relationships with potential funders.