GREEN OPPORTUNITIES 2018-2021 STRATEGIC PLAN

MISSION: To train, support and connect people from marginalized communities to sustainable employment pathways.

VISION: We envision resilient interconnected communities where everyone shares respect and dignity, has the opportunity to build wealth, and is dedicated to helping each other thrive.

VALUES:
- We believe in meeting people where they are.
- We value our staff and invest so that we have the best and brightest to achieve our mission.
- We practice transparency and believe that knowledge is power and belongs to everyone.
- We pursue partnerships and believe we must work together with other individuals and organizations in our community to achieve our goals.
- We achieve results and measure our success by our students' economic long-term improvement.
- We demonstrate authenticity through respect, communication, teamwork, and professionalism.
- We work for economic justice and believe that everyone should have the opportunity to build wealth to reach their goals.

STRENGTHEN PROGRAM EFFECTIVENESS
Continue to increase program effectiveness, retention, and member job placement.
- Attract and retain more students
- Increase visibility, understanding, and appreciation of case management
- Investigate and implement new programs

GROW THE SOCIAL ENTERPRISES
Generate profit and visibility for GO programs and employment for GO members.
- Formalize and set up the separate entities
- Establish a sub-contracting firm
- Explore additional social enterprises

DEVELOP SUSTAINABLE FUNDING
Develop more diverse and robust fundraising and marketing strategies to maintain long-term financial stability; better manage cash flow; and create a cash reserve.
- Develop a sustainable development plan
- Better manage cash flow fluctuations
- Raise profile of GO in Buncombe County

INCREASE INTERNAL CAPACITY
Formalize internal systems and processes and ensure that GO has the appropriate staff and board capacity to enable the organization to fully carry out its Vision and Mission.
- Implement outcome evaluation systems
- Streamline internal communication processes
- Support staff adequately and fairly
- Develop strong board leadership
- Acquire real estate to help GO accomplish its programmatic goals and build long-term assets
- Upgrade organization’s technological capacity
- Review strategic plan progress annually