



GRIC URBAN MEMBERS ASSOCIATION FY2021/2 PLAN

Determination & Perseverance

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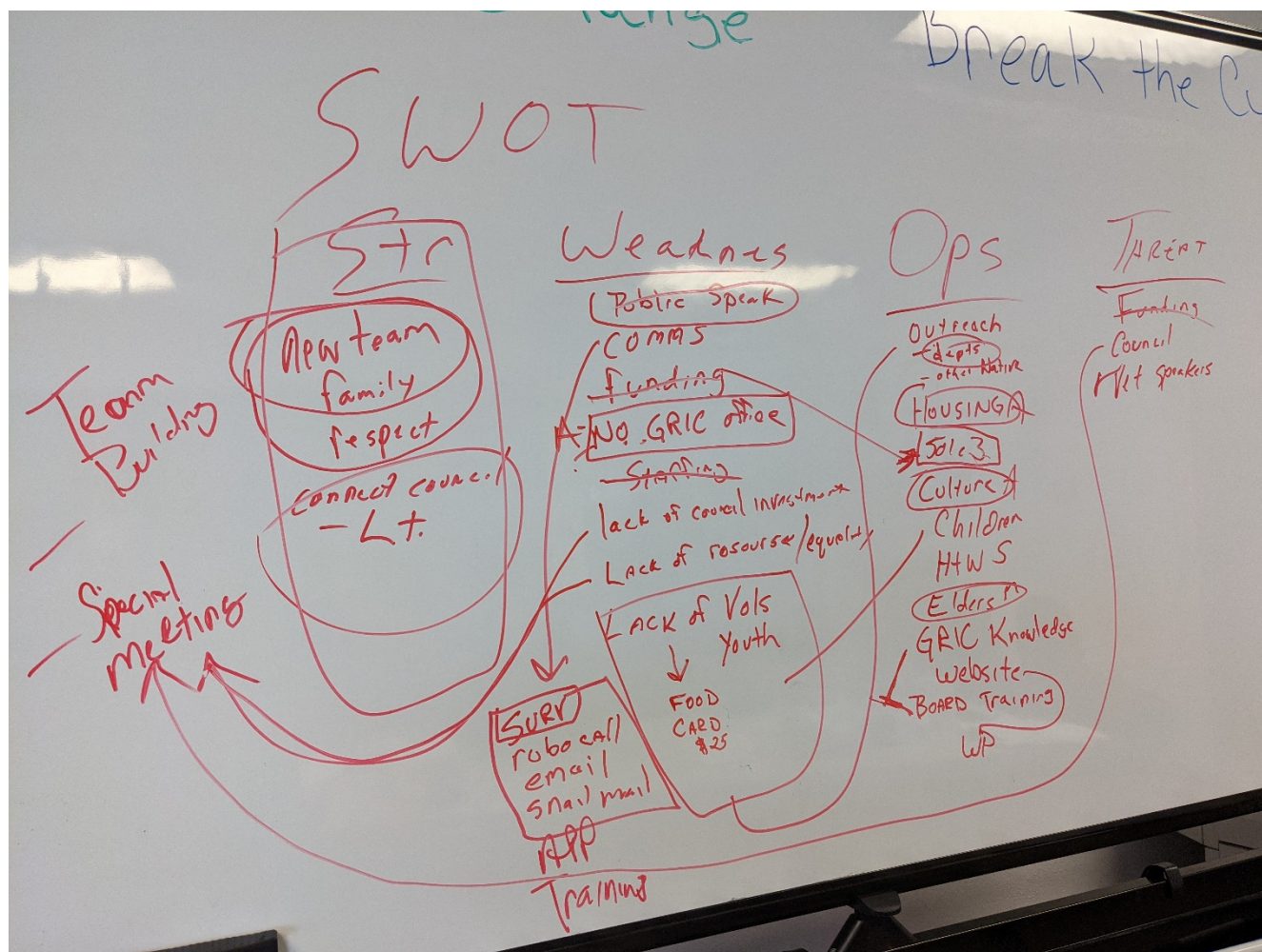
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Strategic Plan for our future

SWOT Analysis – Strengths, Weakness, Opportunities, Threats

On May 29th 2021, the GRIC UMA Board of Directors performed a SWOT analysis on the association in it's current and future state. What Is SWOT?

A SWOT analysis is a basic tool for assessing an organization and for strategic planning purposes. It helps us evaluate possible solutions to existing or potential problems. In a brainstorming session below, the board completed the following assessment:



SWOT Analysis – Strengths, Weakness, Opportunities, Threats

Cont.

Strengths	Opportunities
New team	Outreach
Family oriented	- departments
Respect	- other native orgs
Lt. Gov Support	- non-native orgs
	Housing
	501c3
	Culture
	Children
	Health & Wellness
	Elders
	GRIC Knowledge
	Website
	Board Training
Weakness	Threats
Public speaking	Funding
Communication	Lack of council support
No GRIC department	Speakers at meetings
Staffing	
Lack of council involvement	
Lack of equity	
Lack of volunteers	
Lack of youth involvement	

We then set plans to build upon our strengths, overcome our weaknesses, capitalize on our opportunities, monitor our threats. This list is not in order of importance which the membership will decide.

- Conduct team building events for board, staff, and membership
- Request working meeting with GRIC G&M and Legislative Committees for the purpose of addressing our FY2021/2022 goals.
- Connect with GRIC Departments, other Indigenous and non-indigenous organizations

- Conduct a survey on best ways to communicate with membership and contact GRIC enrollment to discuss solutions.
- Conduct separate meetings for the youth (possibly at-large urban youth council).
- Offer gift cards to volunteers.
- Provide more activities for Elders.
- Provide more activities for Youth.
- Provide more cultural activities for membership.
- Conduct outreach to GRIC departments and districts.
- Establish a fundraising committee.
- Develop health and wellness program.
- Attain a list of all GRIC events.
- Develop a GRIC 101 training (i.e., who is your representative and how to contact).
- Update website and possibly develop mobile app.
- Board / Membership training in-person & online:
 - Professionalism
 - Public Speaking
 - Financial Literacy
 - Microsoft Skills
 - Etc.



GOALS:

1. Representation - Off Community Council Seat
2. Department of Off-Community Living
3. Off/On Community Housing