



Sustainability Planning – Domain Action Steps

Program Adaptation

- Identify changes occurring in the community and explore how they may affect your program. Ensure that the program continues to meet the community's needs.
- Review program evaluation data.
- Identify best practices, evidence-based programming, and research that impact the program.
- Gather feedback from recipients of the program's services.
- Develop a process to utilize environmental scans, evaluation data, best practices, research, and service recipient feedback to modify and improve the program and its services.

Strategic Communications

- Define what you want to accomplish with your communications.
- Identify the audience(s) you want to reach and the primary messages you want to send.
- Develop your communications strategies to include your audience, message, and messenger.
- Identify your communications activities, including method, timeline, resources, and responsible parties.
- Determine the evaluation approach with milestones and definitions of success.

Organizational Capacity

- Select and complete an organizational capacity assessment.
- Identify areas that need increased capacity.
- Develop a plan to increase capacity with goals, measurable objectives, activities, timeline, persons responsible, and resources needed.
- Implement and monitor progress.
- Reassess at regular intervals.

Strategic Partnerships

- Identify and assess current partnerships and areas of potential collaboration based on community and program needs.
- Identify potential partners.
- Identify goals and strategies to engage new partnerships.
- Recruit, build, and maintain partnerships.

Sustaining Your Program's Capacity To Serve the Community



Supportive Environment

- Engage stakeholders in the assessment process.
- Assess the community across the following environments: organizational (if part of a larger organization), community, economic, and political.
- Identify areas that need increased support.
- Develop a plan to build support in the identified area(s) with activities, timelines, and persons responsible.
- Incorporate environmental scanning as an ongoing process of the organization's day-to-day activities.
- Recognize and celebrate community champions.

Program Evaluation

- Clarify program objectives and goals.
- Identify who needs to be involved.
- Develop evaluation questions.
- Develop evaluation methods.
- Identify activities to be completed.
- Establish a timeline and identify who will be responsible.
- Determine how you will use the results.
- Gather data.
- Use evaluation data.

Resource Development

- Identify resources needed to operate the program.
- Identify and assess funding sources.
- Develop short- and long-term funding goals.
- Develop a resource development plan that includes goals, strategies, and action steps.

Strategic Planning

- Review your vision and mission.
- Conduct a Strengths, Weaknesses, Opportunities, Threats (SWOT) analysis of factors that could impact your mission.
- Develop long-term goals, measurable objectives, activities, timeline, persons responsible, and resources needed.
- Implement and evaluate progress at regular intervals.