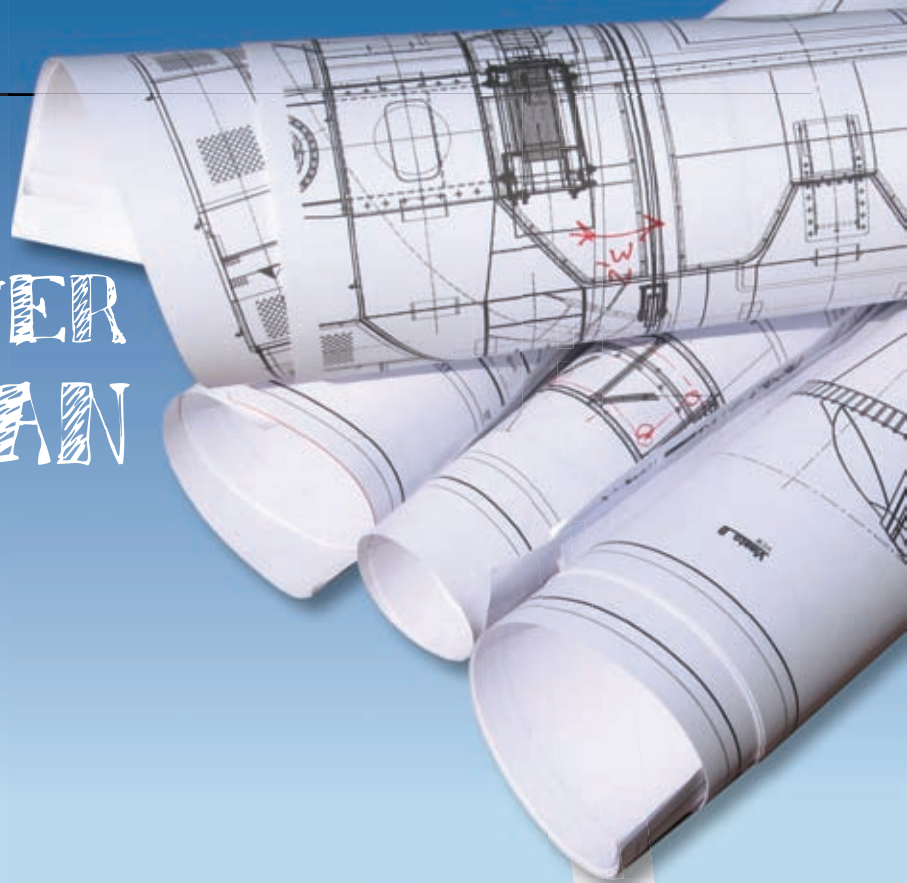


DEVELOPING AN ORGANIZER WORK PLAN



Plan, Plan, Plan! You'll notice that, as an organizer, most of your work will revolve around planning and the implementation of those plans. So... what is planning? First, let's take a look at a few definitions of the core word, "Plan":

plan /plān/ Inl:

1. A system for achieving an objective: a method of doing something that is worked out in advance.
2. An intention: something that somebody intends or has arranged to do (often used in the plural)
3. A layout: a drawing or diagram on a horizontal plane of the layout or arrangement of something.
4. A list or outline: a list, summary, or outline of the items to be included in something such as a piece of writing or a meeting.

(Encarta® World English Dictionary, 2007)

After viewing this, you'll see that planning is about creating a detailed list of what you intend to accomplish within a certain timeframe. As you begin planning, be sure that you know why you are planning, who should be involved in creating your plan, and what should be included in your plan. Having a good plan will allow you to be more effective in the approach to your work.

What's Covered

- 6 Why a Plan?
- 6 Who Should be Included in Creating Your Plan
- 6 Developing Your Work Plan
- 6 Who Can Assist Me? Asset Mapping
- 6 What Training is Available?



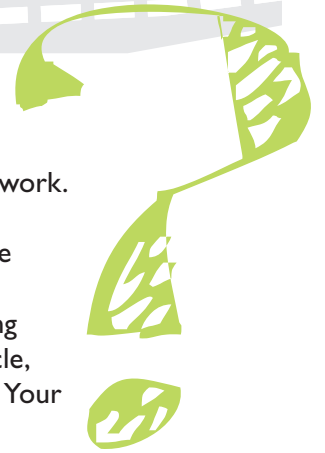


WHY A PLAN?

A good plan needs good implementation.

Bryan W. Barry

Creating a plan for the work that you'll be doing with neighborhoods is essential. A plan is your road map to organizing goals, moving to action, and making yourself accountable in completing your work. Depending upon your community's focus, your plan may have many goals that you want to achieve. Some of them may include organizing and/or facilitating neighborhood or advisory team meetings, networking with neighborhood leaders, coordinating a study circle, or engaging target audiences within the community. Your work can help manage these goals and tasks.



WHO SHOULD BE INVOLVED IN CREATING YOUR PLAN?

One of the exciting tasks of an organizer is to network and bring people together around issues and initiatives within your neighborhood. It is important to conduct one-on-ones with community leaders and talk to stakeholders to get a pulse on what's happening (See section on Engagement). Your fellow association members, supervisor and/or steering committee should work with you to craft achievable goals. After looking at all of the sources that you already know, it may be helpful to think of other target audiences. A target audience is a group of people that tend to have little or no representation in the community. For example, if you are working with homeowners within a specific neighborhood, it is important to gather input from renters and apartment dwellers as well. Getting this kind of input can give you a more comprehensive view. The idea is to engage as many people as possible and to allow them to feel like they are part of the process.

EXAMPLES OF GROUPS THAT YOU MIGHT CONSIDER TALKING WITH:

- ◀ Apartment Dwellers
- ◉ Financial Institutions (Banks, credit unions, brokers)
- ◉ Local or Small Businesses
- ◉ City/County Officials (Police, Fire, Mayor's Office, elected officials, Health Dept., etc.)
- ◉ Faith-Based Community
- ◉ Youth and Young Adults
- ◉ Institutions (schools, faith-based organizations, libraries, hospitals)
- ◉ Homeowners, Homeowners Associations
- ◉ Neighborhood Associations
- ◉ Real Estate Agents
- ◉ Renters
- ◉ Schools and Universities

As you network with these groups, you should begin to determine who will be your partner and how they will be a resource as you work towards your goals.



ORGANIZER'S WORK PLAN: DATE/ YEAR

Description of Task	Goal/Outcome	Resources	Timeframe/Deadline	Result upon completion	Partners: Committed/Potential
Convene Neighborhood Advisory Team	<ul style="list-style-type: none"> ☐ To engage residents, businesses, faith-based institutions ☐ To develop a strategic plan that will ...? ☐ Coordinate and facilitate four quarterly meetings ☐ Complete and provide copies of the Quarterly minutes for each member. 	<ul style="list-style-type: none"> ☐ Work with supervisor and a board member to set agenda ☐ Use laptop computer (Word) to create agenda, minutes, and other materials that may be needed. 	Complete by the 15th day prior to the meeting month.	Q1 - Fourteen stakeholders in attendance - will bring others to the table at the next meeting Q2 - Twenty stakeholders beginning to set goals for 2008 - 2009.	<ul style="list-style-type: none"> ☐ Neighborhood groups ☐ Local Businesses

- **Description of task** – Now that you have had input from others, begin to list the task(s) that will need to happen in order to reach the larger vision of the community.
- **Goals/Outcomes** – What is the purpose of the task?
- **Resources** - Who and/or what can assist you in performing or completing the task?
- **Timeframe/Deadline** – In order for you to stay on target, it is important to set dates of completion so that information is timely and not rushed.
- **Results** – Once this task is completed, what should you see happening?
- **Partners** – Along with resources, it is important to find out who can have influence and bring new ideas to the table.



WHO CAN ASSIST ME? ASSET MAPPING

Now that you have begun to work with residents, stakeholders, leaders, businesses and others within your community and have gathered information about what your neighborhood's vision is for moving forward, it's time to look at the partners and resources that it will take to get things done.

One way to do this is by Asset Mapping. Asset Mapping allows you to find out what is already in the community to assist you with getting things done. It also keeps you from wasting time and other resources. For example, you may be trying to find grant opportunities to start a youth program because you have been told by stakeholders that the children in your neighborhood have nowhere to go after school. By first mapping out all of the youth providers within that neighborhood, you may find that there are lots of programs, activities and events already set up for area children. To help you develop a comprehensive map it is important to remember five areas of concentrations (see the section on ABCD):

- **Individuals:** People within your community have gifts, skills and talents. It will be helpful to tap into these assets to find out who can help you get things done. As you talk with people, what are the assets that they are willing to share?
- **Associations:** People are connected to associations. From neighborhood groups, women's leagues, to clubs, associations can move and motivate not hundreds, but thousands of people toward a common cause. What associations are people connected to in your neighborhood?
- **Institutions:** (schools, faith-based organizations, museums, etc.) Institutions can offer a wealth of assets. They can offer space for meetings, copying/ printing capabilities, financial support, and can use their credibility and influence to help with your neighborhood's efforts. Can you identify at least 5 institutions within your area?
- **Land:** In your community you have parks, community gardens, as well as vacant lots. Land can be a wonderful asset once the community begins to come together to create positive, viable things to do with it. What are the land assets in your community?
- **Exchange:** Exchange speaks to the economy of your community. It is the way that money flows with the neighborhood. Are there opportunities within your community for residents and other stakeholders to be consumers? Do people go out of the community to get what they need?



WHAT TRAINING IS AVAILABLE FOR ORGANIZERS?

The Indianapolis Neighborhood Resource Center (INRC) offers training and coaching to neighborhood organizers. The Indianapolis Community Building Institute (ICBI) is a progressive three track curriculum, rooted in the ABCD philosophy, which offers an intensive, experiential program that explores ideas and develops practical skills necessary for effective neighborhood leaders. ICBI is designed for folks that are involved in all paths of community organizing. From block club captains to community development corporation staff, ICBI is a free program available at INRC. INRC can also connect organizers to other area, regional, and/or national trainings in subjects such as leadership, facilitation, fundraising, etc.

INRC has area Neighborhood Development Specialists that will assist you with coaching, engagement strategies, connecting to resources, developing collaborations and partnerships, etc. To find out who your area Neighborhood Development Specialist is, please contact INRC at (317) 920-0330 or visit their website at www.inrc.org.

REAL LIFE SCENARIO

At the beginning of 2007, Lisa Angrick became the Neighborhood Coordinator for the Binford Redevelopment and Growth (BRAG) neighborhood on the Northeast side of Indianapolis. BRAG is one of six neighborhoods that is part of the Great Indy Neighborhood Initiatives (GINI) Demonstration Project, a pilot process for comprehensive quality of life planning and implementation. From the very beginning, Lisa had to develop a plan in order to keep her focus. Lisa first met with her convening organization leaders to understand and identify objectives, goals, and tasks that needed to occur around the community building effort, such as engaging residents, faith-based institutions, and businesses. They also wanted to create a unified vision so that the community would feel ownership that would create ongoing, sustainable involvement. This visioning then allowed BRAG to successfully begin the planning phase.



In order for Lisa to effectively coordinate all of the activities and events to accomplish these goals, it was important for her to develop a work plan that included tasks and goals, deadlines, results, and other important information that would help her be successful. Here is a portion of Lisa's work plan.

Description (Task)	Goals	Deadline	Result	Notes
Outreach Plan Drafted	Outreach Plan approved by committee and submitted to LISC	1-Apr-07	To inform and engage the community in quality of life planning	
Method of Outreach	One-on-one interviews	20-Apr-07	100 interviews conducted	Identify several interviewers and train
	Study circles	18-May-07	2 study circles, 12 people each	
	Focus groups	6-Apr-07	6 focus groups, 10 people each	Target: Businesses, Apartment Managers, and Churches
	Surveys	6-Apr-07	30 long, 100 short	Partner with IUPUI (SPEA) to complete surveys. Will offer on neighborhood website

Lisa was able to complete her first year as a Neighborhood Coordinator with great success. Of course she was not able to do this all alone. More and more people, businesses, and other stakeholders in the community are now involved in the GINI process and participate in the many activities that BRAG has to offer. Without the structure of a work plan, Lisa would not have been ready to shift her effort towards coordinating the implementation for the goals and objectives that were identified by the community.

