

**FOR DISCUSSION ONLY:**  
**List of Possible Functions and Critical Strategic Plan Success Factors**  
**DRAFT 11.12.10**

**Centralized Resource**

- Single point source of information about the Strategic Plan and its implementation
- Identify opportunities for both cross-pollination and economies of scale by aligning similar activities
- Dedicated entity to the Strategic Plan (as opposed to the short-term solution of foundation grant OR the partial attention of agency staff)

**Project Management**

- Coordination of all efforts, including intra-agency and the greater state
- Track progress, identify roadblocks
- Provide concise, easy-to understand updates
- Identify milestones we are falling seriously behind on; identify solutions to problems

**Fundraising**

- Dollars to support staff
- In-kind support
- Additional funding for specific projects not funded by agencies, etc. (e.g., studies outside the scope of agency programs, private sector pilots, etc.)

**Regulatory Agency Support**

- “Account management” and “admin” support for key agency staff
- Champions meetings/workshops coordination
- Overall coordination and “high touch” resource for relationship management

**Policy Tracking/Industry Trends/Research**

- Identify policies that challenge or limit the advancement of Plan’s goals
- Support and advance policies that support the Plan
- Track relevant movements and policies around the world aligned with Plan

**Stakeholder Outreach/Champions**

- Commitment campaign (securing high-profile commitments )
- Develop/expand champions network and partnerships to achieve Plan’s goals
- Continue to identify and bring on new champions; Cultivation of existing champions

**Action Plans**

- Create Action Plans for all 13 chapters
- Publish/publicize/launch (webinars, etc.)
- Ongoing stakeholder engagement and outreach

**Communications**

- Newsletter
- Brand management (logo, graphics, look and feel)

- Online and social media (e.g., Engage360)
- Resource to provide speakers and panelists