



# STRATEGIC PLAN

January 2020 –  
December 2022



## BOARD OF DIRECTORS

GCTB operates with nine board members (Executive Committee) comprised of four officers (president, vice president, secretary, and treasurer) and four directors who are committee chairs (membership, programs, events, and website). The immediate past president also is a member of the Executive Committee. All Executive Committee members serve a 2-year term beginning in January following the bi-annual election held during the annual meeting in December. Membership is for one year beginning in January and renewed annually through dues payment.

## EXECUTIVE COMMITTEE

**President**, Daniel Mineo, United Way Suncoast

**Vice-President**, Lauryn Hagel, Invo HealthCare

**Secretary**, Elizabeth Miller, St. Petersburg College

**Treasurer**, Claire Cohn, Pasco-Hernando State College Foundation, Inc.

**Past President**, Martin Bimler, Westcare Foundation

## COMMITTEE CHAIRS

**Events Chair**, TBD

**Membership Chair**, Jennifer Reed, Boys and Girls Clubs of the Suncoast

**Program Chair**,

**Website Chair**,, Caylee Harris, Gulf Coast Jewish Family and Community Services

## EXECUTIVE SUMMARY

The Grants Collaborative of Tampa Bay, Inc. (GCTB) is a 501(c)(6) non-profit agency, incorporated in 2006. By-laws govern the organization. The annual meeting of the corporation is held in December. Income is from membership fees and event workshops. No facilities or assets are owned. Membership is open to Tampa Bay professionals whose primary job responsibilities include grant planning, proposal writing, and/or resource development.

Our Strategic Plan is comprised of the vision, mission, values, strategic directions and goals for the Grants Collaborative of Tampa Bay (GCTB). This active document guides decision-making. It is revised annually by the Strategic Planning Committee headed by the Vice President. Members provide input at regularly scheduled meetings and approve our Strategic Plan at the annual December meeting.

The GCTB Strategic Plan is for all of us, as it is designed to bring together the most important efforts that define our success. Our intent is that everyone in the GCTB understands the Strategic Plan, finds their role in the plan and works to accomplish the goals of the plan in order to achieve our vision to maximize grant resources in our community. A report of the progress to obtain the goals and objectives will be made to the general membership by the Vice President at the annual business meeting.



## VISION, MISSION, VALUES

### VISION

Our vision is to maximize grant resources in our community by applying BASICS concepts:

- **B**uilding visibility
- **A**dvancing ethics
- **S**kill enhancement
- **I**dentifying funding opportunities
- **C**ollaboration
- **S**upporting the growth of grant professionals

### MISSION

The mission of the Grants Collaborative of Tampa Bay is to enable grant professionals to respond more effectively to funding opportunities and provide professional support.

### VALUES

The Grants Collaborative of Tampa Bay, Inc. is a nonprofit membership association committed to serving the greater public good by practicing the highest ethical and professional standards. The GCTB Code of Ethics consists of 8 fundamental principles and 20 imperatives formulated as statements of personal responsibility.

- Practice your profession with the highest sense of integrity, honesty, and truthfulness to maintain and broaden public confidence.
- Adhere to all applicable laws and regulations in all aspects of grantsmanship.
- Continually improve your professional knowledge and skills.
- Promote positive relationships between grant professionals and their stakeholders.
- Ensure that funds are solicited according to and in the spirit of the program guidelines.
- Adhere to acceptable means of compensation for services performed; pro bono work is encouraged.
- Foster cultural diversity and pluralistic values and treat all people with dignity and respect.
- Describe and comment on the work of other grant professionals in a fair and professional manner.

# ELEVATE

FOCUSED GROWTH PLAN

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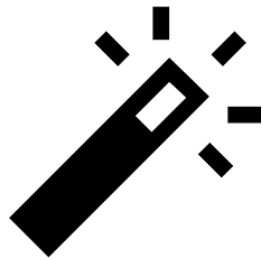
STRATEGIC DIRECTION 1



**ATTRACT** new members

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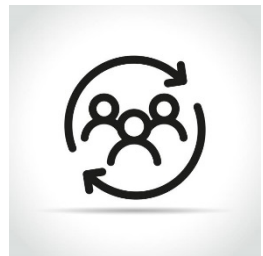
STRATEGIC DIRECTION 2



**ENHANCE** member experiences

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STRATEGIC DIRECTION 3



**RETAIN** members

## GOALS AND STRATEGIES

### GOAL 1

#### **Foster Professional Development**

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##### STRATEGIES

- 1.1 Provide professional development for all levels of skill and interest through monthly meetings.
- 1.2 Provide one Code of Ethics or professionalism presentation annually.
- 1.3 Generate two articles or slide presentations per year for website publication.
- 1.4 Provide a half-day workshop open to the community at least twice annually.
- 1.5 Promote Grant Professionals Membership and the Grant Professional Certification Process among members.
- 1.6 Encourage special affinity groups and mentorship resources for professional development.

### GOAL 2

#### **Increase the visibility of the GCTB**

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##### STRATEGIES

- 2.1 Promote meetings and topics to social service or grant development community.
- 2.2 Utilize current technologies, including social media, more effectively.
- 2.3 Develop a social media program to promote collaborative events and items of interest.
- 2.4 Analyze web presence and propose plan.

### GOAL 3

#### **Continue to build, maintain and support membership**

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##### STRATEGIES

- 3.1 Promote committee participation and monthly meeting attendance.
- 3.2 Develop an outreach plan.
- 3.3 Maintain membership information pages on website.
- 3.4 Maintain a resource list for membership.

## ACTION PLAN

	Resources	Milestones	Status and Date Completed	Responsibility
<b>Strategy 1.1</b> Provide professional development	<ul style="list-style-type: none"> <li>• GCTB members</li> <li>• Presenters</li> <li>• Family Resources conference room</li> </ul>	2 <sup>nd</sup> Tuesday of each month		Program Chair
<b>Strategy 1.2</b> Code of Ethics or professionalism presentation	<ul style="list-style-type: none"> <li>• GCTB members</li> <li>• Presenter</li> </ul>	2 <sup>nd</sup> Tuesday of one month during the year		President
<b>Strategy 1.3</b> Two articles or slide presentations published on website.	<ul style="list-style-type: none"> <li>• GCTB members</li> <li>• Presenters</li> <li>• Website</li> </ul>	Two times per year		Website Chair
<b>Strategy 1.4</b> Half-day workshop	<ul style="list-style-type: none"> <li>• GCTB members</li> <li>• Community</li> <li>• Presenter</li> <li>• Refreshments</li> </ul>	2 <sup>nd</sup> Tuesday of two months during the year; one spring and one fall		Events Chair
<b>Strategy 1.5</b> Promote Grant Professionals Membership and Grant Professional Certification	<ul style="list-style-type: none"> <li>• GCTB members</li> <li>• Mail chimp Website, Facebook, LinkedIn, Twitter</li> </ul>	Ongoing		President and Website Chair
<b>Strategy 1.6</b> Affinity groups and mentorship resources	<ul style="list-style-type: none"> <li>• GCTB members</li> <li>• Mail chimp Website, Facebook, LinkedIn, Twitter</li> </ul>	Ongoing		President
<b>Strategy 2.1</b> Promote meetings	<ul style="list-style-type: none"> <li>• GCTB members</li> <li>• Mail chimp Website, Facebook, LinkedIn, Twitter</li> </ul>	Monthly		Program Chair
<b>Strategy 2.2</b> Utilize current technologies, including social media, more effectively.	<ul style="list-style-type: none"> <li>• Communication/ Social Media Committee</li> <li>• Mail chimp Website, Facebook, LinkedIn, Twitter</li> </ul>	Ongoing		Website Chair

	<b>Resources</b>	<b>Milestones</b>	<b>Status and Date Completed</b>	<b>Responsibility</b>
<b>Strategy 2.3</b> Social media program	<ul style="list-style-type: none"> <li>• Communication/ Social Media Committee</li> <li>• Mail chimp Website, Facebook, LinkedIn, Twitter</li> </ul>	Ongoing		Website Chair
<b>Strategy 2.4</b> Web presence	<ul style="list-style-type: none"> <li>• Communication/ Social Media Committee</li> <li>• Mail chimp Website, Facebook, LinkedIn, Twitter</li> </ul>	Ongoing		Website Chair
<b>Strategy 3.1</b> Promote committee participation and monthly meeting attendance.	<ul style="list-style-type: none"> <li>• Mail chimp Website, Facebook, LinkedIn, Twitter</li> </ul>	Ongoing		President
<b>Strategy 3.2</b> Outreach plan	<ul style="list-style-type: none"> <li>• Communication/ Social Media Committee</li> <li>• Mail chimp Website, Facebook, LinkedIn, Twitter</li> </ul>	Draft by May Final by September		President
<b>Strategy 3.3</b> Membership information pages on website	<ul style="list-style-type: none"> <li>• Website</li> </ul>	Ongoing		Website Chair
<b>Strategy 3.4</b> Resource list	<ul style="list-style-type: none"> <li>• Communication/ Social Media Committee</li> <li>• Website, Facebook, LinkedIn, Twitter</li> </ul>	Ongoing		Website Chair