



Presented By:

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Center for Excellence in Nonprofits

Project Safety Net: Community Conversation Strategic Plan Update

Meet Our Team



Arthur Barinque



Ronesha Jackson



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Center for Excellence in Nonprofits

Our mission is to improve the long-term sustainability of nonprofit leaders and organizations by offering the highest quality programs, consultation, training and community-building networks.



What happens here is...



Icebreaker



Name and pronouns



Organization and position



What excites you about your work?



I

Inclusion

D

Diversity

E

Equity

A

Access

L

Liberation



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Project Safety Net: Strategic Plan Objectives

- 1 Prioritize equity and elevate diverse community voices

- 2 Serve Northern Santa Clara and Southern San Mateo counties

- 3 Define a blueprint that advances youth mental health, suicide prevention, and resiliency

Project Safety Net: Strategic Plan Timeline

Process	Activity	Dates
Organize (prepare and listen)	Strategic plan committee formation	July 2022 - August 2022
	Document review	July 2022
	Board retreat	August 13 th , 2022 9:00am – 1:00pm
	Listening sessions	August - November 2022
	Survey launch	August - September 2022



Diving Into The Timeline: Document Review

During our review we found:

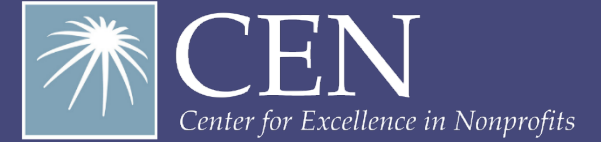
- Well-formed, thorough documents and documentation processes
- There was also a need to be more concise and explicit in communication



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Diving Into The Timeline: Strategic Plan Steering Committee



Throughout the strategic planning process, the PSN Strategic Plan Steering Committee (SPSC):

- Provided community-centered advice based on IDEAL and Collective Impact principles
- They have collaborated in the development of surveys and listening sessions
- The SPSC promoted opportunities for community members and populations they serve to contribute their voice to the process
- They have reviewed findings and offered valuable recommendations for consideration in shaping the strategic plan

Diving Into The Timeline: Board Retreat

The mission and vision of PSN describe the organization

There is a need to expand staff, geographic area, and resources

Benefits of advocacy includes making change in the community and raising the profile of the work

PSN is agile and responsive

There is a great funding opportunity being in the richest area in the world

Diving Into The Timeline: Surveys



Respondents to the survey identified the following as areas of strength for PSN:

- PSN programs and services foster meaningful connections between youth and adults.
- PSN has a strong commitment to inclusion, diversity, equity, access, and/or liberation.
- PSN services are inclusive, safe, and/or welcoming.
- PSN supports the well-being of the community.
- PSN programs and services are convenient and accessible to the community.

Diving Into The Timeline: Surveys



Based on survey responses, the key areas for organizational growth are

- 1) Clarity regarding organizational mission
- 2) Communicating organizational impact
- 3) Community engagement

Diving Into The Timeline: Listening Sessions - Organization



CEN learned that:

- PSN brings community partners together
- PSN supports and elevates community partners
- PSN is a community resource of information for families
- PSN is a strong advocacy voice for Santa Clara and San Mateo counties

CEN also learned that there are areas of opportunities in the following categories:

- Organizational capacity
- Fundraising
- Community mobilizing
- Youth involvement and engagement
- Accountability

Diving Into The Timeline: Community Listening Sessions

Would like to see more community involvement and collaboration by PSN

Establish youth mental health parent resources

Expansion into schools and neighboring communities

Youth mental health is affected by competitive Palo Alto environment

Project Safety Net: SWOT Analysis

	STRENGTHS	WEAKNESSES
I N T E R N A L	Positive and long-standing reputation in the community	Mission clarity, shared messaging and website comprehension
	The community values the mission	Staff communication, bandwidth and trust
	Regarded as an expert in youth mental health	Fundraising and development
	Positive perceptions of the staff and their abilities	Communications, social media and branding
	The organization and board are employing IDEAL practices	Employing strategies to reach youth from historically excluded communities.
	OPPORTUNITIES	THREATS
E X T E R N A L	Partnerships and Expansion	Mission Clarity
	Leveraging Youth voices	Gaps with Youth
	Community advocacy	Relevance
	Diversify funding sources	Location
	Improve donor relations	Pandemic
	Community engagement	Economic Uncertainty

Project Safety Net: Strategic Plan Next Steps

Remaining Deliverables	Dates
Partner Council SWOT Analysis Presentation	12/5/2022
SPSC Meeting SWOT Analysis Presentation	12/6/2022
Community Conversation SWOT Analysis Presentation	12/13/2022
Preliminary Strategic Plan submitted to PSN Board	1/17/2023
PSN Full Board Meeting	1/17/2023
Final SPSC Meeting	1/19/2023
PSN Community Conversation Year In Review/Upcoming Year	1/25/2023
PSN Board Meeting Approval of Strategic Plan	2/21/2023

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