



# **Bastrop County Cares**

We listen. We connect. We empower.

## **STRATEGIC PLAN 2023-2028**

**ADOPTED BY THE BOARD OF DIRECTORS OF  
BASTROP COUNTY CARES ON  
FEBRUARY 6, 2023**

# **Bastrop County Cares**

## **Strategic Plan**

### **2023-2028**

The Board of Directors of Bastrop County Cares (BCC) created this strategic plan for the organization for the next five years. BCC has accomplished a tremendous amount over the past five years and to ensure that the organization continues as a leader in meeting the needs of the people of the county, the plan has been designed to provide clear direction for its future. This period will also encompass the transition to a new Executive Director and the rotation of half of the Board, making clarity of direction particularly important.

#### **MISSION AND VALUES**

The Board reaffirmed its current Mission and Values statements:

##### ***Mission***

Bastrop County Cares brings people together to collaborate around large community challenges that no one organization can solve on its own to improve the conditions where our neighbors live, work, pray and play.

##### ***Values***

Bastrop County Cares achieves its mission through a variety of community partnerships and coalitions that bring together individuals and public, private, faith-based, and nonprofit organizations and institutions committed to creating the best Bastrop County.

Our work must embody our core values of equity, inclusion, respect, trust, courage, and kindness.

We connect, empower, collaborate, support, advocate, and act together to build the best Bastrop County.

#### **STRATEGIC PLAN STRUCTURE**

This plan is strategic in that it looks out for three to five years into the future to set goals for the organization. The plan is laid out with a hierarchy from the most general to the most specific:

- *Impact*: the overarching and highest-level goal for all the work of BCC
- *Goals*: areas of concentration of effort
- *Objectives*: specific areas of focus of BCC's work

The strategic plan is a framework to provide a structure to understand the goals of BCC. In addition, the staff creates an annual operational plan based on the strategic plan, providing more specific strategies and tactics for each objective.

## **IMPACT**

In previous work on the BCC Theory of Change, the Board created this Impact Statement:

BCC will make an equitable difference in the quality of life and wellbeing for all Bastrop County residents.

This statement is the guiding star of all BCC efforts over the next three to five years.

## **GOALS**

These are high level descriptions of the major areas in which BCC will work.

### **Goal 1: Social Determinants of Health Focus**

BCC will focus its work on the social determinants of health (SDOH), critical factors that impact all aspects of the well-being and health of county residents. The categories of SDOH include:

- Economic Stability
- Education Access and Quality
- Health Care Access and Quality
- Neighborhood and Built Environment
- Social and Community Context

This social determinant focus will help to ensure the highest-level health and well-being to all county residents.

**Objective 1.1:** BCC will continue to develop coalitions of community members and service providers to address unmet needs in the county.

**Objective 1.2:** BCC will work to increase the number of county residents who are enrolled in all benefit programs available to them.

**Objective 1.3:** BCC will work to improve, increase awareness, and enhance accessibility to food supply and distribution systems and create opportunities for healthy food options.

**Objective 1.4:** BCC will work to increase the number of healthy and safe places for social connectivity.

**Objective 1.5:** BCC will work to increase the number of children who are safe, healthy, and start school ready to learn through early childhood programs.

**Objective 1.6:** BCC will work to provide economic stability by providing access and pathways to job training and placement services to increase living wages.

## **Goal 2: Diversity, Equity, and Inclusion**

BCC will serve all residents of Bastrop County but will strongly focus on those who experience poverty, historical racism, and lack of access to resources that negatively impacts their health and wellbeing, particularly people of color, including new populations of emerging need.

**Objective 2.1:** BCC will invest in data collection and analysis to better understand the strengths and needs of underserved communities.

**Objective 2.2:** BCC will identify, train, and support leaders from underserved communities to ensure that its efforts are led by those who know these communities best.

**Objective 2.3:** BCC will have a Board and staff that reflects the demographic diversity of the county.

**Objective 2.4:** BCC will focus on building better outreach to and inclusion of the Hispanic community in the county.

**Objective 2.5:** BCC will work to ensure that its programs are available in all parts of the county, including the three cities but also the other parts of the county.

## **Goal 3: Communications**

BCC will be an effective communications center to ensure that all Bastrop residents have access to the information that they need to enjoy the best quality of life and wellbeing available to them.

**Objective 3.1:** BCC will ensure that all residents will have access to information on existing programs in the county to meet their needs in ways that are the most useful to them.

**Objective 3.2:** BCC will be the county's repository of up-to-date and accurate information on social and health services available to county residents.

**Objective 3.3:** BCC will collect information on the most useful methods of communications to the residents in all geographic areas of the county.

**Objective 3.4:** BCC will focus on increasing communication to underserved populations in the county by better understanding the most important ways to provide information to specific groups.

**Objective 3.5:** BCC will work with local government and service providers (e.g., utility companies) who have wide access to county residents to provide information to residents.

**Objective 3.6:** BCC will consistently communicate its mission and activities to residents of the county, the corporate community, and service providers.

**Goal 4: BCC as a Hub of Services**

BCC will work as a hub of services for county residents through coalitions and initiatives, rather than as a direct service provider.

**Objective 4.1:** BCC will bring together residents from underserved and marginalized communities with service providers around specific issues of greatest need.

**Objective 4.2:** BCC will ensure that it serves the entire county through programs and activities distributed in all geographic areas.

**Objective 4.3:** BCC will be a mechanism for coordination of services through its ability to understand of the needs of the community, identify community leaders, create community will for change, and find the resources needed to provide sustained services.

**Objective 4.4:** BCC will work with regional organizations, both governmental and private, to ensure effective and efficient coordination of services for Bastrop residents.

**Goal 5: Data Driven Effectiveness**

BCC will use data from a variety of sources to guide its work and evaluate its progress.

**Objective 5.1:** BCC will create an ongoing data collection mechanism in conjunction with regional health and social services organizations to provide as complete a picture as possible of the conditions that impact health and well-being of county residents.

**Objective 5.2:** BCC will supplement this information with more specific information collected within the county, especially on the needs of marginalized and underserved communities.

**Objective 5.3:** BCC will use this information to measure the impact of its work for all coalitions and initiatives.

**Object 5.4:** BCC will use the information gathered to effectively communicate the importance of its work to the community.

**Goal 6: BCC Infrastructure**

BCC will operate at the highest level of operational excellence, ensuring transparency and integrity in all its work while creating a funding and staffing model that provides the access to services that the county residents need.

**Objective 6.1:** BCC will have a Board that represents the county, provides clear direction for the activities the staff, monitors the evaluation of all projects, and acts as ambassadors for BCC to the community.

**Objective 6.2:** BCC’s Executive Director, as the main Board-staff liaison, will ensure that the goals set by the Board are carried out effectively and that the staff understands the goals and operations of BCC.

**Objective 6.3:** BCC will act as a hub for funding coming into the county on health and well-being.

**Objective 6.4:** BCC will assist the county-wide nonprofit community in finding resources through training in areas such as capacity building and fundraising.

**Objective 6.5:** BCC will develop a robust system to evaluate all its programs on a timely basis.

**Objective 6.6:** BCC will engage expertise from outside the staff as needed to provide the best results for residents of the county.

**Objective 6.7:** BCC will maintain a clear and transparent reporting system of all financial information related to its work.

**Objective 6.8:** BCC will work to enhance the skills and expertise of existing staff through access to training and consistent administrative support.

**Adopted by the Board of Directors of Bastrop County Cares  
at its regular meeting on February 6, 2023**