**STRATEGIC PLAN – OUTREACH DEPARTMENT (2012-2013)**

Outreach – Connect with more potential clients and supporters

* New web site (fall 2012)
* More tabling events (this requires more volunteers) (on-going)
* Public speaking engagements (on-going)
* Media connections – press, radio, TV, etc (on-going)

Volunteers- Recruit more volunteers and those who can commit to more hours

* Additional recruitment efforts to engage UF students who will receive credit for their volunteer work (they must commit to a certain number of hours) (fall 2012)
* Connect more with those who supervise volunteers at UF, SFC, St. Leo, & Job Corps (fall 2012)
* Improve presence on electronic databases: NobleHour, United Way, UF CLS (fall 2012)
* Improve connections to volunteers (quicker response time to inquiries, prompt running of background screenings, etc) (on-going)

Safe Place – Greater service to the community

* Replace all old signs with new ones (deadline Dec 2012)
* Maintain National Safe Place database with current information (on-going)
* Eliminate and recruit new sites according to strategic needs (close down sites that are rarely open and add new library, new school, and Greyhound bus station, etc) (fall/winter 2012-13)
* More Safe Place presentations to children – focus on middle school students (on-going)
* Capitalize on media opportunities to connect Safe Place services with CDS (on-going)

Spotlight on Youth – Greater community involvement

* Recruit performers from more diverse backgrounds (fall 2012)
* Fill the theatre with a larger audience (spring 2013)
* More income – greater number of sponsors needed (winter 2012-13)
* More publicity – connect SOY with CDS, Safe Place, and Interface (spring 2013)