

VISIONARY ROADMAP

Engage the Community

Engage the community in the development of the Urban League of the Central Carolinas' strategic vision. Solicit the input of the business, social sector and faith communities and customers to develop priorities of needs and strategies.

Foster New Collaborations and Partnerships

Seek out programmatic collaborations with business, social sector, faith and educational institutions to create continuums of resources for customers seeking financial stability, workforce development, education and/or entrepreneurship.

Our Role in Advocacy

Redevelop our advocacy role in the community. Use local partners and National Urban League platforms to develop advocacy strategies around issues that effect economic development such as socio-economic inclusion, mixed income housing, education, re-segregation, the infrastructure of the Charlotte Region, etc.

Raise the Visibility of Urban League and Reassert our Role in the Community

Related to our strategic goals, perform a communitywide assessment of our branding. Be intentional about letting our community know who we are and what we do. We must communicate the following stories and find avenues to communicate them:

- ✓ Our Creation
- ✓ Our Victories
- ✓ The Large and Small Triumphs of our Customers
- ✓ The Vision

Increase Capacity

Use visibility and partnerships to increase resources and expand capacity to support growth in programs and serve more customers. Currently, we only serve 2% of the population that is eligible for our services. We need to increase the number of people we serve by 25-50% over the next five years.

Our Overall Goal is to Make the Urban League of Central Carolinas a Great Place to:

- ✓ Receive a Continuum of Services
- ✓ Work
- ✓ Invest/Donate
- ✓ Volunteer

Celebrating 30 years of Committed Service to Our Community: 1978 - 2008