
THE CININNATUS ASSOCIATION

Strategic Plan 2010

Mission

We believe that the quality of life in the City of Cincinnati and in the Greater Cincinnati metropolitan area is among the highest in the United States and can be further improved.

It is our mission *to initiate, recognize, participate in and promote projects that improve the quality of life* for all citizens in this region through the study of critical issues confronting the region, by engaging community leaders and by shaping public policy.

Purpose

The Cincinnati Association is an organization with a diverse membership that provides a non-partisan and independent perspective on issues affecting the Greater Cincinnati region. Members of Cincinnati panels and committees work together to learn and reach conclusions about key issues and to take action to promote the organization's positions. Primary areas of focus are government, education, community inclusion, arts and culture, and regional cooperation.

Internal Opportunities

HOW WE INTEND TO IMPROVE OUR ORGANIZATION

OPPORTUNITY 1

Be a non-partisan leader—an independent voice and honest broker.

- A. Establish a formal plan to ensure inclusion and broad diversity as well as increased participation and commitment in our general membership, panel membership, and internal project work.
 - a. Complete an annual assessment of our members' satisfaction and suggestions concerning meeting logistics, program quality, and membership recruitment and support. Utilize this information to track progress and to adjust operations as needed.
 - b. Identify members' interests, strengths, and participation potential to enable full utilization of Cincinnati members in achieving our mission.
- B. Build capacity through external collaborations and partnerships.

OPPORTUNITY 2

Educate first, then take a stand on an issue and, finally, lead the community toward support of that position (learn, decide, act).

- A. Develop specific goals, desired outcomes, and deliverable dates for the entire work plan.
 - a. Adopt the "learn, decide, act" framework for conducting the work of our panels.
 - b. Conduct a planning meeting with the panel chairs, co-chairs, and executive committee in December or early January of each year to review and prioritize issues and establish the work program for the coming calendar year.
 - c. Present the plan at the January meeting and recruit members with interests in particular plan components to work on those.
 - d. Issue updates throughout the year, use the plan to guide monthly program development, and issue a summary of results at year-end.
 - e. Adopt a template for community transformation (guidelines for planning, launching, implementing, and evaluating projects by Cincinnati panels, partnerships and collaborative groups).
- B. Document Cincinnati positions on topics and share with leaders in the region.

OPPORTUNITY 3

Prioritize key issues and focus on fewer of them in greater depth.

- A. Incorporate this operating principle into the development of the annual work plan.
- B. Develop formal relationships with Agenda 360 and Vision 2015 to link Cincinnati members and appropriate panels with the work teams of the two regional visioning organizations.

Key Community Initiatives

HOW WE INTEND TO IMPROVE OUR COMMUNITY

INITIATIVE 1

Be a catalyst for improving regional cooperation.

- A. Formalize collaboration on regional cooperation with Agenda 360 and Vision 2015.
- B. Convene a periodic Community Summit in partnership with government officials and community building organizations.
- C. Encourage public officials to engage in regional cooperation.
 - a. Host a meeting of state legislators from SW Ohio and NKY.
 - b. Host a meeting of City and County elected and appointed officials from both sides of the River to discuss cooperation issues.
- D. Place Government Cooperation and Efficiency Project (GCEP)/Newfarmer report on Government Panel section of Web Page; analyze report for specific items we can push for implementation.
- E. Implement a process for the Government Panel to decide on its focus and action items regarding regional cooperation.
- F. Develop public awareness around regional cooperation.
 - a. Approach Enquirer regarding reporting of community news across the region instead of by State. Develop other local "thought leaders" on these issues.
 - b. Celebrate "success stories." Present awards or other recognition for citizens and/or elected officials accomplishing regional cooperation. (Support with PAC or 501(c)(3) contributions?)
 - c. Analyze and publicize unnecessary expenses and other negative effects of fragmented local government structures and services.
- G. Have members of the Panel appointed to key committees (e.g., GCEP) and task forces created in the region that deal with specific regional or local cooperation related issues.

INITIATIVE 2

Be a catalyst for achieving effective governance throughout our region.

- A. Survey Panel and Cincinnati members regarding advocacy issues and ideas.
- B. Expand circulation of information about collaborative activities.
 - a. Expand Panel section of web page to include a broad range of information on effective local government including success stories.
 - b. Create a process for sharing minutes and other information on the activities of local governments from both states in order to promote new ideas and share good ideas.
 - c. Communicate with the League of Women Voters on the extent in which they monitor local council meetings and how the Panel can be in the loop on the information.
 - d. Release and promote streetcar report.
 - e. Explore the use of social media networks.
- C. Become more visible in the region for promoting local effective government, including
 - a. Advocate before City and County committees.
 - b. Study issue of creating a PAC and other advocacy mechanisms to expand the influence of the Panel.
- D. Explore the possibility of securing an intern or co-op student to assist in panel activities.
- E. Support current GCEP initiatives.
 - a. Support contracting of municipal earnings tax administration.
 - b. Support merging of City and County emergency services communications.

- F. Participate in the State of Ohio study relating to local government restructuring; analyze the results of the study; advocate as necessary to support or oppose implementation of the study in our area.

INITIATIVE 3

Be a catalyst for improving public education in our region.

- A. Continue to work with Strive, Agenda 360, Vision 2015 and other regional programs to identify specific issues that Cincinnatus could help drive
- B. Continue our education awards.
- C. Expand the Principal Mentoring Program.
- D. Define “21st Century Education” and engage schools and other organizations in implementation.
- E. Research and convene dialogue about the role of unions on teacher quality within public education.

INITIATIVE 4

Be a catalyst for achieving inclusion throughout our region.

- A. Collaborate with HOME and the CHRC to promote public policies and industry practices that support stable, integrated communities in Hamilton County.
- B. Continue to promote the Greater Cincinnati Commitment (GCC) within the GCC Alliance as the leading initiative for achieving inclusion within the region.
- C. Expand the outreach of the GCC to high school and colleges students.
- D. Continue to work with Agenda 360 and expand this cooperation to Vision 2015.
- E. Research evidence-based juvenile justice practices that offer the prospect for reapplication in our region.

INITIATIVE 5

Be a catalyst for sustaining arts and culture in our region

- A. Promote the key finding that a thriving arts sector creates "ripple effects" of benefits throughout the community, including a vibrant economy and a more connected population.
- B. Work to position arts and culture as a public good in which all in the region have a stake.
- C. Educate and nurture key elected officials at the local and state level to be proponents for the arts.
- D. Assist in the deployment of the Fine Arts Fund "Arts Ripple Effect" findings.

Additional information about development and implementation of this Strategic Plan is available at:
www.cincinnatusassoc.org

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