

Strategic Plan-Executive Summary

2020- 2023

Our History

Founded in 1962, The Council of Spanish Speaking Organizations - Concilio, is the oldest Latino organization in Philadelphia. Concilio was founded to recognize and voice the needs of Philadelphia’s Puerto Rican and Latino communities. Our core value to improve the quality of life in our community means partnering with local government, community agencies, educational institutions, and the private sector. Most importantly, our mission is influenced by the community’s voice. Concilio is proud to have a well-established reputation for providing culturally relevant family support and child welfare services.

Our Community and our Goals

Children and Youth	Children connected to nurturing families Developing self-esteem and enhancing skills
Families	Resilient families, independent and cultural understanding strengthened

Our Competitive Advantage

- **Governance:** Our board is local, engaged and committed. Their wide diversity of skills guide the organization to ensure continued effectiveness and growth.
- **Staff:** Our staff is knowledgeable and engaged, culturally competent and reflective of the communities served.
- **Programs:** Our diverse programs serve children, youth and their family.
- **Location:** Our central location is accessible to the communities we serve; the banquet hall helps both in marketing and in increasing revenues.
- **Communications:** The various annually scheduled cultural programs support our communications efforts as well as keep the Latino culture alive and celebrated.

Our Programs Advocating with the Community

For children: Foster care, Adoption, Parenting

For Youth: After School Program, Summer camp

For families: Victim's Services, Cultural Programs

Moving Forward

We will enhance each of our following core competencies:

1. **Programs & Services:** We will address the needs of children, youth and families by tracking key metrics for effective decision making.
2. **Governance:** We will continue to strengthen our board by enhancing systems to recruit, orient, and mentor the Board and train and educate the Board's as to its role in resource development to achieve fundraising goals.
3. **Human Resources:** We will improve internal communication and increase transparency as to goals and performance; increase communication and collaboration across departments; and identify, communicate and support staff training opportunities; and we will codify our work policies and procedures.
4. **Resource Development:** We will enhance our comprehensive fundraising strategy and plan, develop measurable outcomes that increases and diversifies our funding streams; the plan will include revenue from government, foundations, corporations, individual donors, and special events.
5. **Financial Management:** We will review our budgeting/accounting systems, and enhance our budgeting process to allocate reserves.
6. **Communications:** We will raise our organizational profile by developing a marketing plan that segments markets, messages and media, and that clearly speaks to Concilio's identity; we will maximize opportunities and profit from our Cultural Events.
7. **Facilities:** We will improve facilities and increase utilization of our Banquet Hall both to promote awareness and increase revenues.
8. **Technology:** We will develop a technology plan that includes an inventory of current and future software and hardware needs, as well as protocols to ensure the security and maintenance of all hardware and electronic files/documents.

Join Us!!!!