Strategic Plan 2021-2025

History
In 1949, a group of urban pioneers in Hyde Park-Kenwood, facing a radically changing neighborhood, deteriorating property, and increasing crime, banded together to reverse the tide of physical and social deterioration. To do so, the residents formed the Hyde Park-Kenwood Community Conference (HPKCC). The major focus of the new organization was urban renewal, stabilization, an integrated community, and neighborhood safety.

As part of the strategy, the conference formed 20 block clubs in 1950 to help residents in their relationships with each other, diagnose neighborhood problems and take action, and build a greater sense of community.

Although HPKCC concentrated its earliest efforts on upgrading property and zoning codes, it soon became apparent that the community had other needs. Throughout its life the Conference has organized committees and task forces to deal with timely issues. The continuing goal of the Conference is to meet the needs of an ever-changing community.

Where We Are Today
During the summer of 2020, the HPKCC Board reflected on where it is today, as the first step in a strategic planning journey that would inform the next five-years of work. HPKCC has a strong reputation in the Hyde Park-Kenwood areas, and is known for:

- Providing a voice for community
- Keeping the community informed
- Hosting cultural programming (garden fair, book sale, 4th parade, etc.)
- Providing small grants
- Serving as fiscal sponsor
- Facilitating community dialogues
- Responding to pressing community issues (block clubs, transit task force, etc.)

Looking Ahead
The HPKCC strategic planning process focused on driving greater impact in three dimensions.

1. **Deepening Impact:** Doing what we do now, but better.
2. **Broadening Impact:** Expanding our reach.
3. **Enabling Impact:** Strengthening our infrastructure to support doing more.
In order to identify strategic actions needed to expand its impact, the Conference co-defined specific elements of a five-year vision:

- Connect residents with volunteer opportunities
- Umbrella organization
- Welcome new neighbors
- Better leverage social media to bring folks together
- Continue to provide resources and services
- Elevate importance of neighborhood diversity and anti-racism
- Integrate committee work to dialogues
- Strengthen partnerships
- Take positions on issues and policy
- Build membership base and increase benefits to residents
- Expand fiscal sponsorship
- Build brand awareness
- Consider new programming ideas

**Strategic Pillars**
Through an inclusive process that engaged the HPKCC Board Members, six strategic pillars emerged to guide where the Conference will invest its time, energy, and resources over the next five years.
1. **Diversify Revenue:** By providing valuable programs and services, HPKCC will have 4-5 distinct and sustainable revenue streams to support its ongoing work. Potential revenue streams include, but are not limited to, grant funding, fiscal sponsorship, fundraising events, Membership dues, and potentially fee-for-service work that squarely aligns with our mission.

2. **Revise Board & Membership Structure & Expectations:** With the revision of its Bylaws, HPKCC’s Board and Membership structures will be redesigned to ensure more inclusive and timely decision-making processes that enable the organization to better serve its mission. This will include clear roles, expectations, onboarding, and accountability mechanisms for all Board of Directors and Members. By "more inclusive and timely decision-making processes," we mean to ensure we are intentionally engaging voices that have typically been harder-to-reach or left out of HPKCC decisions, while also ensuring we are moving forward on pressing decisions in a timely manner. A delicate balance that requires further attention and thought, as well as well-designed engagement structures.

3. **Expand Marketing & Communications:** With a memorable brand, consistent and timely communications, and engaging programs, HPKCC will be widely known across our neighborhoods as a relevant, influential, and instrumental organization that works by, with, and for community members from the greater Hyde Park-Kenwood area.

4. **Strengthen Relevant Committees, Programs, & Services:** Informed by annual input from its membership and the communities it serves, HPKCC will maintain active and productive committees that deliver relevant services and programs. These committees will be organized around important issue areas, critical internal functions, and responsive advocacy initiatives.

5. **Build Advocacy Strategy:** In order to amplify the voices of members of the greater Hyde Park-Kenwood communities, HPKCC will develop an advocacy strategy that focuses its time, energy, and resources on (1) responding to timely and relevant matters and (2) holding local officials accountable. This strategy will include a clear definition of HPKCC’s advocacy scope and priorities.

6. **Evaluate & Report on Impact:** Over time, HPKCC will define a set of impact indicators that it will regularly evaluate and report on to demonstrate measurable progress in pursuit of its mission.

The HPKCC Board will track progress on implementing its Strategic Plan quarterly, using a living dashboard with detailed actions and metrics identified for each pillar.