

JLA Strategic Goals

Identified League Year
2021-2022

Membership

- Goal:** JLA will focus on engagement, retention, and leadership development across all membership placements.
- Outcome:** *The League will have engaging, flexible programming that lowers barriers to participation and completion of JLA membership requirements.*

Sustainability

- Goal:** JLA will maintain operations, grow resources, and prepare for future financial uncertainties through clear financial objectives and strategies.
- Outcome:** *The League will diversify revenue streams to ensure financial stability by focusing on increasing revenue, grants, and major gifts*

Diversity Equity & Inclusion

- Goal:** JLA will develop recruitment strategies to focus on creating a more diverse membership and partner with more diverse community organizations.
- Outcome:** *The League's membership and community partners will reflect the diversity of the Central Texas community it serves.*

Organizational Growth

- Goal:** JLA will develop a technology focused structure to highlight to stakeholders its commitment to leading as a forward thinking, change making organization.
- Outcome:** *The League will increase its organizational performance by using technology to increase its capacity to train members, make operations more effective, and improve stakeholder access to information.*

Community

- Goal:** JLA will improve the community by maintaining the resources needed to pinpoint community needs, identify existing gaps, and establish innovative solutions.
- Outcome:** *The League will align its resources to meet community needs through an integrated process in conjunction with community partners that will build and sustain engagement with the Central Texas community.*