

## **Road Map Project Small Grants Fund Outcome Report**

July 25, 2012

The Southeast Seattle Education Coalition received a \$5000.00 grant from the Road Map project. SESEC is a community coalition of ethnic and racially-focused CBOs working to close the opportunity and achievement gap in SE Seattle. The Coalition is particularly focusing on immigrant and refugee students, who are often the group experiencing the greatest gaps.

Our Road Map small grant was to hire a consultant to lead a strategic planning process.

### **Achieved Outcomes**

1. Clarity in vision, structure, strategies and values: Our Road Map grant funded a consultant to lead our strategic planning process. Through a two month process including our members, allies and steering committee, we succeeded in developing a clear mission, vision, structure, strategies and values.
2. Develop leadership skills in our members: Our steering committee members and our general members were intensely involved in the strategic planning process. We heard from members that the process, while difficult, was an important team building exercise, bringing our members closer together, and gave them the opportunity to learn about tenets of collective impact and consider how their organizations can collaborate more effectively toward mutually agreed upon outcomes.

### **Activities Conducted and Completed**

March, 2012: SESEC put out a call for proposals and went through a hiring process that resulted in the hiring a strategic planning consultant. This month was primarily spent getting the consultant up to speed and developing a contract for her services, which included developing a mission, vision and values for SESEC as well as a workplan for our steering committee and subcommittees for 2012.

April and May, 2012: In April and May, the consultant led our steering committee and general members through a strategic planning process to develop a firm mission, vision, and values.

June, 2012: in June, the consultant worked with the steering committee to develop workplans for the steering committee, as well as the SESEC subcommittees: PR, Development, Outreach and Data. We also developed a work plan to lead all committees toward a fall Action Summit event to launch the All Fives in Five campaign.

**What Went Well**

There were many things that went well in this process. The staff and steering committee of SESEC developed trust between one another through the intense strategic planning process, and gained leadership skills translating these discussions to the general SESEC membership. SESEC was able to gain clarity and give focus to their efforts, which has allowed it to more clearly express its goals and strategies to the general public.

**What Was Learned**

One of the most important things learned through this process is the importance of having the same people in the same room at the same time, consistently, when going through a strategic planning process. SESEC has 6 strong, visionary steering committee members, and the struggle to have consistent attendance at strategic planning meetings stretched out the process.

Another important thing learned was that as a new organization it is important for us to focus our mission on something concrete and attainable and not over-stretch early on. SESEC's mission is specific to improving SE Seattle's schools, and our strategic planning process led us to eliminate language and strategies that had been suggested around CBO capacity building.