

Garden Court
Community
Association

STRATEGIC
PLAN

November 2003
Revised, February 2004

I. MISSION STATEMENT

"To foster, promote, and develop cooperation, good fellowship, and neighborliness among all persons living, working, or interested in this neighborhood; to coordinate efforts to solve neighborhood problems; and to enhance the civic and general welfare of this community".

II. LONG TERM OBJECTIVES

1. To improve the quality of life for Garden Court residents and stakeholders.
2. To enhance the visual impact of the Garden Court area and to support the maintenance of the homes, businesses and institutions in the neighborhood.
3. To promote the building of connections between neighbors and stakeholders and to support of a sense of community.

We do this through a variety of projects and programs, including

- Activities supporting local schools and students
- Development and maintenance of gardens and recreational facilities
- Safety programs
- Neighborhood social events
- Monitoring zoning and other regulatory issues.

III. CURRENT ACTIVITIES IN SUPPORT OF OBJECTIVES

1. Supporting local institutions:
 - The Lea School
 - 48th Street Business District Improvement Project
 - Truancy Prevention
 - Community Parks
 - Liaison with local institutions and office holders.

2. Supporting neighborhood improvement:
 - Monitoring Zoning
 - Community Safety Activities
 - Community block activities
 - Youth Anti-violence programs
 - General Membership meetings and education.

3. Supporting connections between neighbors
 - Monthly Board meetings
 - Progressive Dinner
 - Communications, including newsletters and web sites
 - Summer Camp Scholarships
 - Cookbook

IV. OPPORTUNITIES FOR GROWTH

1. Increase diversity of membership.
2. Increase support to local school.
3. Build community connections.
4. Increase Garden Court's involvement in gardens and parks.

V. FACTORS RESTRICTING GROWTH

1. Lack of Board and Membership participation.
2. Lack of focus.
3. Disconnect with some sectors of Garden Court catchment area.
4. Lack of common space for local institutions.
5. Lack of fiscal vision.
6. Lack of Board Diversity
7. Lack of functioning subcommittees.
8. Weak internal structure

VI. GOALS – Short term

Improve Organizational Development and Planning.

A. Increase Organizational Diversity

- Increase diversity of stakeholders
- Recruit new and more diverse board members

B. Improve Planning.

- Set goals for income and expenditures
- Establish planning schedule.

C. Strengthen Organization

- Increase Board participation in activities.
- Develop and maintain Board members skill inventory data-base

D. Develop comprehensive marketing/advertising/outreach strategy

Support Services to Educational Institutions

A. Support Lea Home and School Association

- Support the Lea School Spring Fair

B. Expand Summer Scholarship Program.

Improve External Communications and Relations

A. Create more community/neighborhood connections.

- Support tables at neighborhood health and community fairs.

B. Improve Community Communications.

- Increase communications with community
- Improve consistency of communications
- Develop a rapid system of information dissemination.

Increase Community Development Projects.

A. Recreation Projects

- Book clubs for girls and seniors.

B. Gardening Projects

- Improve area around tennis courts.

B. Improve Neighborhood Safety & Appearance

- Support Town Watch

VII. GOALS – Long Term

Improve Organizational Development and Planning.

- A. Increase Organizational Diversity
 - Increase diversity of membership
 - Target renters for membership drives.
- B. Improve Planning.
 - Develop and administer a community needs assessment..
- C. Strengthen Organization
 - Renovate new office space.
- D. Develop comprehensive marketing/advertising/outreach strategy

Support Services to Educational Institutions

- A. Support Lea Home and School Association
 - Establish GCCA as a major community liaison for Lea School development.
- B. Support West Philadelphia High School
 - Youth Public Awareness Program
 - Conflict Resolution/Anti-violence Program
 - Represent community interests in new high school development and construction.
- C. Establish and maintain an after school computer learning center.

Improve External Communications and Relations

- A. Create more community/neighborhood connections.
 - Establish collaborative programs and projects with local churches.
 - Increase number and enlarge role of block captains.
- B. Improve Community Communications.
 - Develop handbook for neighborhood resources.
 - Provide a “hotline” service to assist residents to obtain City services.

Increase Community Development Projects.

- A. Recreation Projects
 - Ice Hockey team.
 - After-school programs for toddlers to teens.

- Programs for seniors.
- B. Gardening Projects
 - Provide planning and guidance to gardeners.
 - Improve current community gardens.
 - Improve area around tennis courts.
- Improve Neighborhood Safety & Appearance
 - Support Town Watch.
 - Clean-up 48th and Spruce Street Area

VIII. PRIORITIZED GOALS

Short Term

1. Increase and improve communications and marketing – Mark & Greg
2. Expand Summer Scholarship program – Linette and Lois

Long Term

1. Diverse membership through Lea School Home and School recruitment – Lisa
2. Programs for Seniors – Lois
3. Lea School Spring Fair – Vivian, Maria and Howard

Personal Commitments

1. Set goals for income and expenditures – Steve
2. Support table at community fairs - ?????????
3. After school Computer Programs – Larry
4. Conflict Resolution/Anti-violence Programs - Steve
5. New High School liaison – Bob
6. Ice Hockey - ?????????

APPENDICES

ACTION PLAN #1

Increase Diversity of Membership

Chairperson: Lisa Lord

Committee: Lisa, Freda, Dolores, Hazel & Cynthia

Goal: Enroll 1% of Lea School Families (approx. 12) in 6 mos.

TimeTable: December 1, 2003 through June 30, 2004

Why:

- Better represent Neighborhood concerns, needs, interests and address them.
- Better identify problems that need to be addressed.
- Make organization and neighborhood more inclusive.
- Accomplish other goals more effectively.
- Increase resources.

ACTION/TASK #1		Timetable	Task Comp
Form Committee		January '04	
Meet with Home and School Association		February 04	
ACTION	ASSIGNED TO		
Meet with School Principal		March 04	
Meet with Penn Liaison/Graduate School of Education		March 04	
Develop flyer/letter regarding GCCA and send to parents			
Develop flyer/letter regarding GCCA and send to members			
Develop plan for activity for new members			
Develop needs survey for target group			
Identify School activity GCCA can attend/sponsor			
Evaluate project		June 04	