

NAACP

Strategic Plan Initiatives

- One: Membership
- Two: Advocacy Training
- Three: Legal Capacity
- Four: Policy Advocacy Capacity
- Five: Criminal Justice
- Six: Civil Rights Compliance
- Seven: Economic Empowerment
- Eight: Education Excellence
- Nine: Health Advocacy
- Ten: Political Empowerment

NAACP Strategic Priorities and Goals

This document presents the ten strategic initiatives the NAACP. These initiatives were adopted by the Board of Directors and National Convention of the NAACP. The order of the Strategic Initiatives does not reflect any determination of their relative priority. Within each proposed Strategic Initiative, however, we have attempted to reflect the priority sequences proposed by the NAACP Strategic Planning Taskforces.

There are two elements to this document:

- 1) Strategic Initiatives: The initiatives are broad directives that will focus the Association's efforts over the five-year period.*
- 2) Goals: These represent what the Association will do in order to implement the directives.*

The objectives, which are the more detailed outcomes that will help us to track success toward achieving the proposed goals, are detailed in the full document, which is available from the National Office by contacting:

*NAACP Department of Branch and Field Services
4805 Mount Hope Drive
Baltimore, MD 21215*

NAACP Proposed Strategic Priorities and Goals

CAPACITY BUILDING INITIATIVES

Strategic Initiative One: Building Membership

Goal 1.1: Increase NAACP membership over the next five years with the following annual growth goals: year one - 10%; year two - 20%; year three- 20%; year four 20%, year five 10%.

Goal 1.2: Integrate membership recruitment efforts with all of the Association's departments and related entities.

Goal 1.3: Develop a system to measure and analyze membership efforts.

Strategic Initiative Two: Enhancing Advocacy Training Programs

Goal 2.1: Expand and enhance the Association's advocacy training programs.

Goal 2.2: Create a Civil Rights Advocacy Training Institute to enhance NAACP advocacy training.

Strategic Initiative Three: Rebuilding Legal Capacity

Goal 3.1: Expand the National Office's legal work and staff.

Goal 3.2: Enhance the legal redress committee system operating within local units.

Strategic Initiative Four: Expansion of Policy Advocacy Capacity

Goal 4.1: Develop a Key Contact System/Network through the creation of an electronic database.

Goal 4.2: Expand the advocacy capacity of the National Office, the Washington Bureau, and state conferences.

Goal 4.3: Expand Advocacy Programs that increase cohesion between the National Staff and NAACP members.

CIVIL RIGHTS ISSUES INITIATIVES

Strategic Initiative Five: Criminal Justice

Goal 5.1: Raise public awareness about the inequities in the criminal and juvenile justice systems as well as some of the public misconceptions about the impact of recent "get-tough" criminal policies on crime rate trends.

Goal 5.2: Develop an advocacy agenda addressing major criminal justice and crime prevention issues.

Strategic Initiative Six: Civil Rights Compliance and Enforcement by Governmental and Non-Governmental Entities

Goal 6.1: Develop an initiative to address the recent erosion of government resources needed to comply with, and enforce, civil rights laws.

Goal 6.2: Advocate for more equitable distribution of government benefits to African American, other minority, and impoverished communities.

Goal 6.3: Promote affirmative enforcement of all fair housing laws.

Strategic Initiative Seven: Economic Empowerment

Goal 7.1: Advocate increased access of African American and other minority communities to credit, capital, and financial services.

Goal 7.2: Advocate for financial literacy programs for African Americans and other minorities, and financial technical assistance programs for African American and other minority-owned businesses.

Goal 7.3: Collaborate with African American and other minority financial institutions to develop an advocacy agenda to support these institutions.

Goal 7.4: Advocate for the Fair Share and affirmative action efforts of public and private employers.

Goal 7.5: Advocate for the development and support of Community Development Financial Institutions (CDFIs) and Community Development Corporations (CDCs) serving African American and other minority communities.

Strategic Initiative Eight: Education Excellence

Goal 8.1: Advocate for effective, accountable and accessible public school systems, and for adequate and equitable school funding.

Goal 8.2: Examine a broad range of educational structures and practices with the objective of advocating for educational innovations that improve educational equity and student achievement.

Goal 8.3: Promote affirmative action and funding equity in higher education.

Goal 8.4: Advocate for the fulfillment of the nation's commitment to quality, integrated public education as set forth in the landmark decision of *Brown v. The Board of Education*.

Strategic Initiative Nine: Health Advocacy

Goal 9.1: Raise awareness of health and mental health justice issues and strengthen the grassroots health advocacy capacity of the NAACP.

Goal 9.2: Advocate for universal health insurance and access to acceptable health care.

Goal 9.3: Promote equal representation of African Americans and other minorities within the health professions and increased research funding on African American health issues.

Goal 9.4: Increase attention within the Association to the issues of environmental justice, violence as a public health issue, and the restructuring of NAACP relationships with voluntary healthcare organizations to increase their advocacy impact.

Strategic Initiative Ten: Political Empowerment

Goal 10.1: Increase the number of registered African American and other minority voters.

Goal 10.2: Train African American and other minority voters on the voting process and improve voter awareness of civil rights issues.

Goal 10.3: Hold elected and appointed officials accountable on civil rights issues and encourage African American, other minority, and pro-civil rights citizens to seek public offices and roles.

Goal 10.4: Increase voter turnout in African American and other minority communities.

Goal 10.5: Evaluate the accuracy of census data and ensure the distribution of census data to underserved communities.

Goal 10.6: Promote election reform and enforcement of laws protecting and promoting voter participation and voting rights.