

Well for the Journey Strategic Plan - Goals and Objectives

1. To ensure an appreciation of the essential practice of discernment at Well for the Journey by:
 1. Educating all in Board and Circle leadership at Well for the Journey of the primacy of discernment in our individual and group interactions.
 2. Educating all facilitators of the integral role that discernment occupies at Well for the Journey as a guiding principle.
 3. Modeling discernment within Well for the Journey's communal and individual interactions.
2. To increase Well for the Journey's outreach to broader populations by:
 - a. Beginning on the structural level, evaluating and increasing current efforts to build relationships between Well for the Journey and people of differing ages, gender-identities, races, ethnicities, cultures, faith/spiritual perspectives, sexual orientation, and socioeconomic backgrounds.
 - b. Inviting and encouraging newcomers to partake in programming, volunteering, serving as program facilitators, becoming circle leaders and board members.
 - c. Discerning innovative programs that address and serve interests and needs of broader, more diverse populations.
3. To attain fiscal sustainability:
 - a. Growing the reserve funds by \$10,000 each year.
 - b. Identifying at least five volunteers to comprise a Development Circle.
 - c. Establishing program expansion requirements essential for sustainability.
 - d. Identifying staff resources and marketing/communication activities to levels sufficient to support the stated program expansion.
4. To expand quality, innovative programming, including online or hybrid, that reflects the depth and scope of Well for the Journey's mission by:
 - a. Establishing processes and structures that support the Program Director.
 - b. Identifying and recruiting quality facilitators who embrace and share the mission of Well for the Journey.
 - c. Identifying at least four volunteers to fill positions as needed on the Program Development Sub-Circle.
5. To make Well for the Journey a widely recognized entity by:
 - a. Continuing to identify and secure funding resources for the Communications Manager position.
 - b. Upgrading our technical resources to increase our online presence as needed.
 - c. Identifying at least three volunteers to fill positions as needed on the Marketing/Communication Circle.