



## **Vision**

The Greensboro Neighborhood Congress is a citywide alliance of neighborhoods seeking to improve quality of life in Greensboro.

## **Mission**

The Greensboro Neighborhood Congress connects, educates, empowers, and advocates for neighborhoods.

- By addressing topics of citywide importance to neighborhoods
- By empowering individual neighborhoods to address their concerns
- By educating residents and key constituents

## **Values**

We value Fairness to All, Respectful Communication, Enthusiastic Participation, and Empathy

## **Goals**

Goal One – Increase participation through focused efforts and greater visibility

Strategy 1 – Create a database of all neighborhoods in Greensboro

- Organize existing databases of contacts; GNC; BSN; City of Greensboro
- Maintain membership database
- Acquire and consolidate key neighborhood data

Strategy 2 – Become more visible through media exposure

- Utilize broadcast, print, social media, and listserv to better inform constituents

Strategy 3 – Improve and maintain GNC's Website

- Revise website and develop an ongoing maintenance plan

Strategy 4 – Develop a social media plan

- Identify objectives and platforms
- Determine resources
- Create and deploy plan

Strategy 5 – Promote tenant (non-owner resident) participation

## Goal Two - Build Leadership for GNC

Strategy 1 – Leverage new participants through Goal 5

Strategy 2 – Develop succession plan

Strategy 3 – Promote leadership that reflects our values

## Goal Three – Measure neighborhood quality-of-life to identify areas for improvement.

Strategy 1 – Develop tools for neighborhoods to assess their specific quality of life.

- Analyze data and make recommendations to neighborhood groups.

Strategy 2 – Develop process to engage neighborhoods

- Introduce tools to neighborhoods groups
- Identify neighborhood support groups to share recommendations
- Convene forums to review completed assessments by neighborhood groups

Strategy 3 – Develop process to engage the City.

## Goal Four– Serve as an educational hub to enhance the exchange of information among neighborhoods.

Strategy 1 – Share knowledge outside of meetings concerning:

- Informational resources for neighborhood organizations to address their concerns to thrive
- Resources for educational programs and efforts
- Networking opportunities to share best practices

Strategy 2 – Enhance the effectiveness of monthly meetings

- Identify speakers and topics related to goals

- Encourage neighborhoods to share concerns/goals/success models and knowledge
- Establish a systematic response to concerns expressed

Goal Five – Commit to improving networking opportunities with neighborhoods.

Strategy 1 – Expand section of time in monthly meetings for neighborhoods to engage

Strategy 2 – Develop and implement plan for social media presence to facilitate communication

Strategy 3 – Foster relationship building opportunities

- End of year Social
- Organize mid-year social

Goal Six – Influence Greensboro legislation and policy related to neighborhoods.

Strategy 1 – Encourage neighborhood-oriented persons to participate on policymaking boards and commissions

- Offer special forums to educate Congress participants
- Learn about available skill building organizations, e.g., Leadership Greensboro, Institute of Political Leadership, City Academy
- Connect neighborhood-oriented persons to skill-building organizations

Strategy 2 – Strengthen GNC’s district liaison system, and other contacts with elected representatives

- Monitor City’s state legislative agenda
- Monitor City Council local Agendas
- Form standard process for communication with district members
- Initiate structured reviews with key constituents

Strategy 3 – Improve and maintain high-level City staff relationship and communications

- Extend targeted meeting invitation (via EC)
- Share GNC’s Goals and provide updates

Key Metrics:

- Increase and sustain neighborhood participation at GNC meetings and events
- Number of volunteers on committees and for projects
- Number of neighborhoods that utilized the Quality-of-Life Assessment Tool
- Effectiveness rating from member organizations
- Number of visitors at meetings

