

2023-2026 Strategic Plan



**UTAH GLOBAL
DIPLOMACY**



MISSION

Utah Global Diplomacy promotes respect and understanding between the people of Utah and other nations.

GUIDING PRINCIPLE

Citizen Diplomacy is the concept that every person has the right, even the responsibility, to help shape foreign relations one handshake at a time.

VALUES

Utah Global Diplomacy is committed to the following values:

- Respect for all people and diverse perspectives;
- Personal and social responsibility;
- A belief that the people of the world are interconnected;
- Open and respectful dialogue.



OBSERVATION FROM AN OUTSIDER

Utah Global Diplomacy has an unusually collegial, dedicated, passionate, optimistic, supportive, outcome-driven, and strong culture that we can celebrate and build upon.

Utah Global Diplomacy has strong leadership and people in place at all levels: board, executive director, staff; although some board members and staff are fairly new.

Utah Global Diplomacy has an impressive combination of big-picture aspirations and specific daily accomplishments that makes for strong drive and versatility.

STRATEGIC PLANNING PROCESS

- The consultant met with Felecia to discuss initial scope of the project;
- The consultant conducted website research including the org website, similar organizations, gathering info on the history of org;
- The consultant conducted individual interviews including Felecia, Staff Members, Board Members, and constituents;
- The consultant led a strategic planning charrette with staff members as a group;
- The consultant engaged with international visitors from Africa and legislators to observe programming firsthand;
- The consultant met multiple times with Felecia to discuss topics including results of interviews, strengths, weaknesses, opportunities, threats, HR, organizational structure, governance, finances, budget, vision, name change, tagline, and elevator pitch;
- The consultant and Felecia met with Board Chair/Vice Chair;
- The consultant presented Strategic Plan to the full Board: Board voted to adopt the plan;
- The consultant conducted post-board meetings and incorporate Board input;
- The consultant developed recommended Next Steps and Strategic Planning Process.



KEY IDEAS EXPRESSED BY STAFF, BOARD, & CONSTITUENTS

- In this divisive world, the need for what we do is critical
- We have an “awareness” problem
- We have a “name” problem
- We have a hard time explaining what we do
- We need to focus our efforts and think carefully about the future of our programs
- We need to think strategically about how we are organized
- We recognize the organization's extraordinary leadership and the need to develop its efforts in key public relations activities

STRATEGIC RECOMMENDATIONS

- Goal 1: Focus on Core: Exchanges & Education
- Goal 2: Align Name, Tagline & Elevator Pitch with Core Focus
- Goal 3: Align Organizational Structure with Core Focus
- Goal 4: Develop Awareness Campaign
- Goal 5: Increase Strategic Partnerships
- Goal 6: Create a Board Ad-hoc Committee to explore the Utah Peace & Diplomacy Center





GOAL 1: FOCUS ON CORE: EXCHANGES & EDUCATION

Professional, Leadership, & Cultural International Exchanges

Current Programs: IVLP, FFS, Home Hospitality, Professional Resources, YLAI, Open World, Youth Ambassadors

Global & Cultural Education

Current Programs: Young Diplomats, International Youth Summit, Global Leaders Scholarship, Academic WorldQuest, Fireside Chat Podcasts, Great Decisions Lectures, World Affairs Symposia

GOAL 2: ALIGN NAME, TAGLINE, AND ELEVATOR PITCH WITH A CORE FOCUS

New Name: Utah Global Diplomacy

New Tagline: Building global connections for Utah, one handshake at a time.

Elevator Pitch: We connect Utahns with people from other nations to build mutual understanding and international goodwill through:

- (1) Professional, leadership, & cultural global exchange programs
- (2). Global & cultural education programs for people of all ages.





GOAL 3: ALIGN ORGANIZATIONAL STRUCTURE WITH CORE FOCUS

New organizational structure focused on EXCHANGES and EDUCATION

Prioritize growth, brand awareness, and strategic partnerships

Restructure the org chart/positions to support growth, brand awareness, and strategic partnerships.

Creation of new positions & titles

GOAL 4: DEVELOP AWARENESS CAMPAIGN

Be recognized as the leading nonprofit expert in international relations and its impact in Utah

Identify and create easy opportunities for people to become involved with our work, such as brand ambassadors, tabling volunteers, and 3rd party promoters

Develop a comprehensive Public Relations Plan

Emphasize PR as a component in each job description





GOAL 5: INCREASE STRATEGIC PARTNERSHIPS

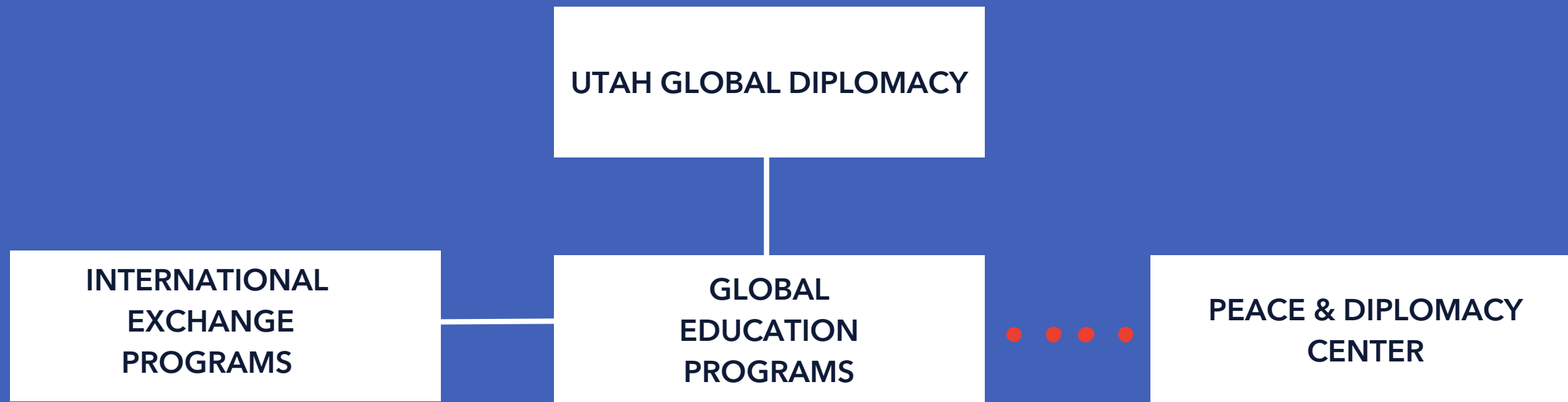
Universities

Elected Officials

Businesses

Internationally-focused NGOs

GOAL 6: 5-10 YEAR GROWTH PLAN - CREATE A BOARD AD-HOC COMMITTEE TO EXPLORE THE UTAH PEACE & DIPLOMACY CENTER



NEXT STEPS FOR THE STRATEGIC PLAN

- Forward the newly adopted 3-Year Strategic Plan to staff for discussion.
- Recognize that the Strategic Plan should be a living, breathing document that responds to new opportunities.
- Have Staff develop an implementation plan, including objectives, action items, timeframes, and measures of success.
- Communicate highlights of the new strategic plan to stakeholders.
- Board discussed the Strategic Plan on a quarterly basis:
 - Staff suggests changes to the Strategic Plan over time
 - Staff reports progress toward implementation
 - Board provides feedback and advice





UTAH GLOBAL DIPLOMACY



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