



# UTAH COUNCIL FOR CITIZEN DIPLOMACY

## **STRATEGIC PLAN 2018 – 2020**

### **WHO WE ARE**

Utah Council for Citizen Diplomacy is a global community of people working to increase human understanding. UCCD serves as a preeminent partner with the U.S. Department of State's International Visitor Leadership Program to arrange short-term professional and cultural programs for emerging leaders. UCCD is also the Utah chapter of the World Affairs Council of America which provides access to a host of other international-themed programs.

This strategic plan is a tool to provide guidance in fulfilling UCCD's mission with maximum efficiency and impact. The Board of Directors approved this Strategic Plan on August 28, 2017. This strategic plan shall be evaluated and revamped every three to five years.

### **MISSION**

To promote respect, understanding, and the sharing of ideas between the people of Utah and citizens of other nations through international, professional, and cultural exchanges.

### **VISION**

UCCD will be recognized as a preeminent partner with the U.S. Department of State, leading independent, nonpartisan efforts to promote citizen diplomacy within the State of Utah. Through promotion of connection we will further Utahns' engagement in citizen diplomacy.

### **WHAT WE DO**

- Promote understanding by introducing international visitors to U.S. and Utahn approaches to tackling global challenges
- Inspire Utahns to understand global issues and cultures
- Build personal and direct relationships between Utahns, international visitors, and leading foreign policy advocates
- Foster relevant, well-informed public dialog to enhance our visitor and public engagement
- Build educational opportunities for students interested in international affairs

Utah Council for Citizen Diplomacy activates its mission and vision through the following five goals:

**GOAL #1**

Be a known and respected catalyst for relevant statewide foreign affairs activities that appeal to myriad, diverse audiences.

**GOAL #2**

Nurture and expand partnerships as an extension of our core resources in order to meet our mission in new ways.

**GOAL #3**

Focus on regular stewardship of UCCD constituents and donors in order to communicate impact and ensure financial sustainability and strategic growth.

**GOAL #4**

Provide an exceptional work environment and wellness culture in order to retain valued employees.

**GOAL #5**

On an annual basis, set clear expectations and accountability for the board as a whole and for each board member based on governance principles, fiduciary responsibilities, and individual talents or expertise.