



### MISSION

The Junior League of Lubbock is an organization of women committed to promoting voluntarism, developing the potential of women and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

### VISION

Our community maximizes opportunities for all through the leadership of women.

### VALUES

The Junior League of Lubbock is guided by the following values:

- A membership that is inclusive of all women who believe in the importance of civic leadership
- The power of collaboration across all sectors to create sustainable and thriving communities
- The significance of women exercising leadership widely and broadly throughout the community
- A League environment that encourages diversity of opinion and supports multigenerational engagement

### COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

The Junior League of Lubbock welcomes all women who value our Mission. We are committed to inclusive environments of diverse individuals, organizations, and communities.

### COMPETITIVE ADVANTAGE

What we do best is developing a network of women empowered as leaders creating community change.

## STRATEGIC GOALS AND PROGRAM OBJECTIVES

### PUBLIC RELATIONS AND COMMUNITY OUTREACH

#### 1. The Junior League of Lubbock will improve community perception and awareness through targeted outreach in order to create a meaningful impact in the greater Lubbock community.

- 1.1 Actively promote the impact and accomplishments of the Junior League of Lubbock.
  - 1.1.1 Create a promotional video about the Junior League of Lubbock to be utilized for member recruitment and donor engagement.
  - 1.1.2 Publish an annual impact report to be completed and distributed to all members, donors, and community supporters by the end of each League year.
  - 1.1.3 Establish a presence with outside organizations and community partners to publicize the League's community outreach.
    - 1.1.3.1 Create and maintain a community calendar of external opportunities for outreach and collaborations.
    - 1.1.3.2 Create and maintain a member database of outside community involvement.
- 1.2 Ensure the Junior League of Lubbock: (1) follows accurate branding standards and identity guidelines; and (2) improves facilities to strengthen community perception, understanding, and connection.
  - 1.2.1 Update all print, digital, and promotional materials to reflect accurate and updated standards.
    - 1.2.1.1 Provide promotional items to promote current projects and the League focus area such as pens, decals, and stickers for members and community supporters.
    - 1.2.1.2 Ensure correct implementation of the current Junior League of Lubbock logo and colors across all platforms.
  - 1.2.2 Modernize the Junior League of Lubbock headquarters as a way to communicate the organization's purpose and outreach.
    - 1.2.2.1 Update building audio visual equipment to improve marketability of rental space and access to state-of-the-art technology.
    - 1.2.2.2 Transition Project Boards to a digital format to increase awareness and visibility of Junior League of Lubbock history.
    - 1.2.2.3 Update facilities to reflect past and current projects of the League to publicize the League's work in the community during member events and public building rentals.

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**STRATEGIC GOALS AND PROGRAM OBJECTIVES (cont.)****MEMBERSHIP DEVELOPMENT AND ENGAGEMENT**

2. **The Junior League of Lubbock will further develop the potential of members by training them to be engaged, as well as valuable contributors, in the greater Lubbock community.**
  - 2.1. Provide meaningful training to members to develop their potential as community leaders.
    - 2.1.1. Allocate time at each Junior League of Lubbock meeting for training experiences in the following areas:
      - 2.1.1.1. Education for members on League expectations and procedures
      - 2.1.1.2. Expansion of members' knowledge of Lubbock and the surrounding communities
      - 2.1.1.3. Delivery of meaningful leadership development
    - 2.2. Increase engagement of members in both their assigned placements and their overall contribution to the organization.
      - 2.2.1. Empower League members to deliver an elevator speech explaining the impact of the Junior League of Lubbock to potential new members, donors, community partners, and the general public.
      - 2.2.2. Educate members on placement choices and on pathways of League involvement in an effort to increase member satisfaction and retention.
    - 2.3. Create and implement annual end-of-year member surveys to provide a complete review of perspectives, experiences, and areas of potential improvement.



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## STRATEGIC GOALS AND PROGRAM OBJECTIVES (cont.)

### DIVERSITY, EQUITY, AND INCLUSION

#### 3. The Junior League of Lubbock will promote voluntarism by growing and sustaining a diverse membership and building and enabling inclusive environments that welcome all women.

3.1. Focus recruitment efforts on membership that better reflects the diversity of the greater Lubbock community.

- 3.1.1. Identify the composition of the Lubbock community and potential community partners to better understand where recruitment efforts should be focused.
- 3.1.2. Collaborate with new community partners to help increase awareness of League volunteer activities and membership opportunities.
- 3.1.3. Identify barriers to membership and develop a plan to eliminate those barriers to make League membership more accessible.
- 3.1.4. Distribute a demographics survey to each Provisional class to gather annual member data.

3.2. Provide ongoing training to League members on the value of diversity, equity, and inclusion and how such environments will impact the organization in positive ways.

- 3.2.1. Deliver Diversity, Equity, and Inclusion training opportunities at two or more General Meetings per League year.
- 3.2.2. Host an annual external speaker on identified topics as a training opportunity for members.
- 3.2.3. Offer targeted training to committees on topics relevant to the work of League community projects, fundraisers, and the Elder Care Focus Area.

3.3. Become a more inclusive organization:

- 3.3.1. Create a Diversity, Equity, and Inclusion Sign-Up Committee as an opportunity for all active members to contribute to this effort.
- 3.3.2. Conduct an internal evaluation to assess inclusivity practices within all policies, procedures, and practices of the Junior League of Lubbock.
- 3.3.3. Create and implement a plan for systematic improvement within the organization based on assessment results.