

2022 Strategic Plan Dashboard

Ronald McDonald House Charities of Madison, Inc.

UPDATED: February 2, 2022

I. Elevate awareness and understanding of the mission, brand and services	OWNER	COMPLETE BY	PROGRESS
Update brand and marketing materials "Toolkit" differentiated for stakeholders and translated for multiple users			
a. Update existing collateral materials for the Family Room	Shauna	Q2	NOT STARTED
b. Update existing collateral materials for the House	Shauna	Q2	NOT STARTED
c. Update existing collateral material for the organizational level: mission, core values, program and impact	Shauna	Q2	NOT STARTED
d. Create Marketing "Toolkit" for the following stakeholders (families, hospitals, corporate partners, individual/foundation donors)	Shauna, DS & MR	Q2	NOT STARTED
e. Update website and social media to align to the new "Toolkit"	Shauna	Q3	NOT STARTED
Identify new and strengthen current communication channels with hospital, community and funding partners			
a. Complete a network map of key hospital employees and lead relationship owners by hospital system	Kelly & Michael	Q2	ON TIME
- Explore Mercy partnership for 2023 Care Mobile replacement planning	Kelly & Deborah	Q2	NOT STARTED
b. Complete a network map of corporate partners (current and prospects) and corporate partnership program	Deborah	Q3	
c. Complete a network map of local community organizations, foundations, individuals and lead relationship owners	Kelly & Deborah	Q2	NOT STARTED
d. Lead relationship owners begin to create/deepen relationships (tours of House, invites to events, etc.)	Kelly, Michael & Deborah	Q3	NOT STARTED
Define roles for all members of the organization in awareness and understanding of mission, brand, and services			
a. Develop and approve "Board Standards & Expectations" document	Kelly	Q1	COMPLETED
b. Develop and implement Leadership Team and/or All Staff Strategic Expectations document	Kelly	Q2	NOT STARTED
c. Build accountability system (self-evaluation, pledge, etc.) for Board of Directors	Board	Q2	ON TIME
d. Build evaluation system (self-evaluation, evaluation, etc.) for staff	Kelly	Q2	ON TIME
e. Elevate media relations and public speaking opportunities for Executive Director, Leadership Team and Board Directors	Shauna & Deborah	Ongoing	ON TIME
Align department and program performance goals to mission, brand and strategy alignment (aligned to II. Build Capacity: Culture)			
a. Create employee self evaluation and goal setting documents and procedures aligned to the goals	Kelly	Q2	ON TIME
b. Create employee evaluation system to include professional development and performance reward tied to accomplishment of individual and organizational goals	Kelly	Q4	NOT STARTED
II. Build Capacity			
Infrastructure: Evaluate and invest in long-term infrastructure looking at staffing, training, technology and process improvement			
a. Implement RMHC GRMHS front desk software for guest families	Michael	Q1	ON TIME
b. Evaluate and potentially purchase CMMS facility maintenance planning software	Michael	Q3	NOT STARTED
c. Pilot RMHC marketing content management software	Shauna	Q1	ON TIME
d. Research and potentially purchase volunteer management system	Michael	Q3	ON TIME
e. Implement already created volunteer dinner online reservation system	Michael	Q2	ON TIME
Infrastructure: Deepen connection with current donors/partners and expand to new and diverse sources			
a. Hire Development Officer & Gift Processor	Deborah	Q2	ON TIME
b. Capture and boost accurate constituent information and email addresses	Shauna	Ongoing	ON TIME
c. Finalize procedural manual for consistent data entry, gift processing, donor acknowledgement, and performance measurement/reporting	Deborah	Q3	ON TIME
d. Gather impact stories and refine messaging by audience	Shauna	Ongoing	ON TIME
e. Build strategy for third-party fundraisers and re-launch/begin at least one new effort	Deborah	Q3	ON TIME
f. Build strategy for donor retention and lapsed donor engagement, including BOH donors	Deborah	Q3	ON TIME
Operations: Recruit and retain expanded volunteer base in House and Family Room			
a. Evaluate need for, and write job description for, Volunteer Coordinator	Michael & Teresa	Q1	ON TIME
b. If determined to move forward, hire Volunteer Coordinator	Michael & Teresa	Q2	ON TIME
c. Identify and recruit new volunteers, with a focus on creating a diverse volunteer population	Michael & Teresa	Q2	ON TIME
d. Produce monthly volunteer email to keep volunteers engaged and in the 'know'	Michael	Q1	COMPLETED
Operations: Update Employee Handbook & Financial Accounting Policy			
a. Draft, vet, and approve Employee Handbook	Kelly	Q1	COMPLETED
b. Draft, vet, and approve 2023 Financial Accounting Policy	Nan	Q4	ON TIME
Culture: Strengthen Board Governance Systems			
a. Create and implement Committee Structures	Kelly/Board	Q1	ON TIME
b. Strategic Board of Director process for recruiting, nomination, onboarding and expectations	Board	Q4	ON TIME
c. Board annual self-evaluation of goals and Board of Director expectations (aligned to 1.3.c above)	Board	Q2	ON TIME
III. Distinguish our Chapter as equitable and inclusive			
Deepen our understanding of the diverse community we serve through equity, diversity and inclusion conversations and training			
a. Identify and begin professional development series for full time and part time staff	Kelly	Q2	NOT STARTED
b. Review family amenities room (and tote items) for inclusion and cultural awareness, update supplies as needed	Michael & Teresa	Q2	ON TIME
Evaluate formal and informal ways of working to increase diversity at all levels, including the families we serve			
a. Formalize hiring and recruiting processes to emphasize welcoming and recognize diversity as a asset in hiring and volunteer on-boarding	Kelly	Q2	ON TIME
b. Work with our hospital partners and Board Members to review guest/family information sharing and referral systems	Michael	Q4	ON TIME
c. Translate all key materials in the House in Spanish	Dan	Q3	ON TIME
c. Translate all key materials in the Family Room in Spanish	Teresa	Q3	ON TIME
Complete House renovation art installation project with diversity and inclusion lens			
a. Document process for art selection, paying attention to who is represented	Michael	Q2	NOT STARTED
b. Vet options for art installation with diversity and inclusion as rated items	Michael	Q3	NOT STARTED
c. Select, purchase and implement art	Michael	Q4	NOT STARTED

2022 Strategic Plan Dashboard Metrics

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I. Elevate awareness and understanding of the mission, brand and services		2021 Baseline	Q1	2022 Goal
Demographics				
	a. Increase occupancy rate at Family Room	59%		70%
	- BIPOC (black, indigenous, and communities of color) occupancy rate	N/A		30%
	- BIPOC % of all families	27%		30%
	b. Increase occupancy rate at House	73%		80%
	- BIPOC occupancy rate	N/A		30%
	- BIPOC % of all families	25%		30%
	c. Increase # of total patient visits to Care Mobile	281		350
	- Increase # of unique patient visits to Care Mobile	270		350
	- Total # of vaccinations given	216		250
	- Total # of ER visits avoided	130		150
	- Medicaid eligible or uninsured % of all youth seen	63%		65%
New Funding Partners & Donor Opportunities				
	a. Identify at least 1 new partnership/donor opportunity per quarter	n/a	2	4 new partners
	b. Meet Development/fundraising Scorecard goals	\$1.2M		\$1.6M
	c. Increase active volunteer base in the Family Room	39		45
	d. Increase active volunteer base in the House	80		90
II. Build Capacity		2021 Baseline	Q1	2022 Goal
Infrastructure				
	a. Decrease staff time spent on the current referral and check-in process	16 hr/week		8 hr/week
	b. Create family stay satisfaction baseline in Family Room	N/A		25%
	c. Create family stay satisfaction baseline in House	N/A		25%
	d. Increase child/family satisfaction rate in Care Mobile	99%		0.99
	e. Increase active volunteer base in the Family Room	see above		see above
	f. Increase active volunteer base in the House	see above		see above
Culture				
	a. Increase number of RMHC-Global governance targets met	44%		67%
	b. Increase number RMHC-Global financial targets met	71%		86%
	c. Create volunteer satisfaction % baseline in organization	N/A		85%
	d. Create staff satisfaction % baseline in organization	N/A		85%
III. Distinguish our Chapter as equitable and inclusive		2021 Baseline	Q1	2022 Goal
Demographics				
	a. Increased utilization rate at Family Room	see above		see above
	- BIPOC (black, indigenous, and communities of color) utilization rate	see above		see above
	- BIPOC % of all families	see above		see above
	b. Increased utilization rate at House	see above		see above
	- BIPOC utilization rate	see above		see above
	- BIPOC % of all families	see above		see above
	c. Increased utilization rate at Care Mobile	see above		see above
	- BIPOC utilization rate	see above		see above
	- BIPOC % of all youth	see above		see above
	d. Increase total percentage of BIPOC staff	4%		8%
	e. Collect baseline percentage of BIPOC volunteers	N/A		5%
	f. Increase total percentage of BIPOC Board Members	0%		13%

RANK KEY

- HIGH
- MEDIUM
- LOW

STATUS KEY

- COMPLETED
- ON TIME
- BEHIND
- NOT STARTED

COMPLETED BY

- Q1
- Q2
- Q3
- Q4
- Ongoing
- TBA