



**INDIANA YOUTH INSTITUTE  
INDIANAPOLIS, INDIANA**

**STRATEGIC PLAN  
SEPTEMBER 2010**

**VISION**  
**“Our desired future for Indiana children and youth”**

All Indiana children and youth will attain five critical elements of healthy youth development:

1. physical health and safety,
2. emotional fulfillment,
3. academic achievement,
4. civic engagement, and
5. economic self-sufficiency.

**MISSION**  
**“What we are about and what we do”**

The Indiana Youth Institute promotes the healthy development of Indiana children and youth by serving the people, institutions and communities that impact their well-being.

**DECLARATIONS**  
**“How Indiana children and youth will thrive ---  
and how IYI will help make that happen”**

1. IYI recognizes that children and youth thrive through having positive relationships within their families and their communities – with people who are passionately committed to their very existence.
2. IYI supports the caring and competent adults in families and communities who influence and shape the lives of youth.
3. IYI promotes a culture of awareness of youth issues and responsive action through the dissemination of reliable and objective data, information and best practices.
4. IYI is committed to advancing the healthy development of children and youth which is evidenced by their:
  - ...physical health and safety,
  - ...emotional fulfillment,
  - ...academic achievement,
  - ...civic engagement, and
  - ...economic self-sufficiency.
5. IYI is committed to effective collaboration among public, private and nonprofit entities and their initiatives which seek to advance healthy youth development in Indiana.

## VALUES

### “How we will manage and work together”

The Indiana Youth Institute is a values driven organization. In all interactions with our clients, employees and others within our communities, we will live in accordance with and be held accountable to the following values.

**Responsiveness** — We will listen to our clients; learn of their needs; and proactively serve in a manner that makes a difference,

**Pursuit of Excellence** — We will set high performance standards and be passionate in striving for excellence in all that we do,

**Stewardship** — We will hold ourselves accountable for responsibly managing the resources provided to us,

**Servant Leadership** — We will each serve as leaders within and beyond our organization; ensuring that others grow professionally and personally and that they succeed in meeting their goals and objectives,

**Integrity** — We will be honest, forthright and trustworthy in relations among ourselves and with others,

**Respect** — We will treat our clients, our staff and all other stakeholders with the highest levels of dignity, trust and respect, and

**Partnering** — We will promote teamwork and be a valued partner; collaborating with others to fully and efficiently utilize shared resources.

# **HOW IYI WILL ACHIEVE ITS DESIRED FUTURE**

## **The strategies, initiatives and action plans**

### **that will allow us to achieve our desired future**

- GOAL #1:** Promote a culture and awareness in Indiana that results in key stakeholders embracing their role to advance the five critical elements of youth development.
- A. Identify the most critical areas of youth development needs in Indiana by collecting and analyzing the relevant and current research and data.
  - B. Define the target audience segments and develop the unique messages for each one.
  - C. Work with varied media to disseminate the messages.
  - D. Define and develop public speaking opportunities, as well as appropriate task force and organizational involvement opportunities.
  - E. Serve as an example by aligning IYI's message and activities around the research and public messages.
  - F. Seek ways to develop and support measurement and accountability.
- GOAL #2:** Build the capacity of youth serving organizations and youth serving professionals to support the needs of Indiana children and youth.
- A. Provide programs that enhance the six core competencies of youth service professionals.
  - B. Provide programs that offer youth service organizations needed resources related to grant and fund raising, HR development, needs assessment, program evaluation, program planning, program management, and effective organizational management.
- GOAL #3:** Build the capacity of communities and institutions to support the needs of Indiana children and youth.
- A. Utilize research to identify critical issues within communities, clarify options and help establish priorities.
  - B. Facilitate a community collaboration model that mobilizes broad efforts to engage stakeholders to address defined needs.
  - C. Provide education and information in support of proven best practices.
- GOAL #4:** Build partnerships and collaboration both directly with IYI and among other entities working to support the needs of Indiana children and youth.
- A. Seek ways to directly partner and collaborate to better serve our clients and Indiana children and youth.
  - B. Seek opportunities to bring other entities together to more effectively and efficiently utilize both IYI's and other's valued resources.

- GOAL #5:** Build the internal capacity of IYI to undertake its mission and achieve its longer term vision. Continue to refine and strengthen the following components of IYI's business model:
- A. Organizational structure
  - B. Human resource development---including staff, Board and additional volunteers (becoming the "employer of choice")
  - C. Needs assessment and program development
  - D. Program evaluation
  - E. Financial resource development
  - F. Facilities
  - G. Technology
  - H. Marketing

- GOAL #6:** Generate earned income to diversify the operating funds required to undertake IYI's mission and achieve its longer term vision.
- A. Seek opportunities for project management and other services that provide significant net revenue potential, build IYI's capacity to better serve Indiana children and youth and that are consistent with the mission of IYI.
  - B. Explore, and if directed, develop a model for responding to out-of-state opportunities that provide both significant earned income potential and the ability to more effectively and efficiently meet the needs of Indiana children and youth.