

WEST SIDE COMMUNITY ORGANIZATION

Strategic Plan 2016-2019

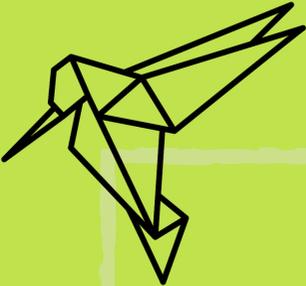
MISSION

West Side Community Organization powers the people of the West Side to work together to create a vibrant neighborhood for all.



VISION

We envision a just, united, self-reliant and bold West Side where all of our people are connected, safe, healthy and successful. We are West Side proud. We are West Side strong.

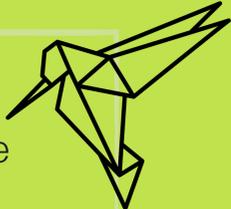


VALUES

- Everyone
- Equity
- Community Pride
- Natural Spaces
- Self-Determination
- Economic Power

GOALS

- Host and amplify the powerful voices of the people of the West Side on issues of equity and justice.
- Grow, protect and promote West Side assets and resources.
- Build economic and cultural bridges across the West Side and with other communities.
- Create a sound and innovative business model that gives WSCO the independence to serve every person on the West Side.



Inputs

The brilliant, diverse and creative people who live, work and play on the West Side.

A network of radical allies, partners and collaborators.

A motivated, representative and hard working board and staff.

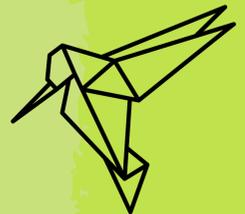


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Outcomes

- Create and Manage an Engagement Process Between the People of the West Side and West Side Decision-makers.
- Share Stories of West Side Strength and West Side Pride.
- Infuse the West Side with Development that Reflects West Side Values.
- Improve the Safety of the People of the West Side.
- Stabilize WSCO via sustainability planning and the pursuit of earned income opportunities.



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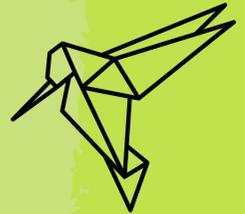
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Actions/Outputs

Create and Manage an Engagement Process Between the People of the West Side and West Side Decision-makers.

- 
- Board of Directors host listening sessions quarterly for community members.
 - WSCO provides infrastructure for community-driven organizing.
 - WSCO provides community organizing training for residents and partners. (\$)



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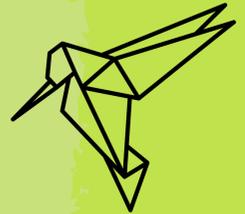
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Actions/Outputs

Share Stories of West Side Strength and West Side Pride.

- Share stories online with community members via facebook and email.
- Create an in-person "West Side Pride" campaign and encourage sharing at community events. (\$)
- WSCO greeted all new residents and solicited support from all current West Side residents.



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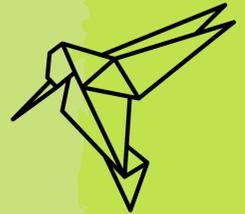
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Actions/Outputs

Infuse the West Side with Development that Reflect West Side Values.

- 
- Support and promote West Side Businesses by learning from current businesses and sharing knowledge.
 - Act as a resource hub or incubator for new startup businesses. (\$)
 - Encouraging new West Side investment that actively values all West Siders.
 - Be at the decision making 'table' armed with community members' voices.



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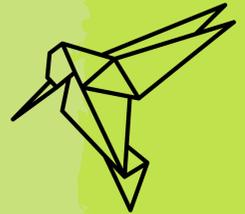
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Actions/Outputs

Improve the Safety of the People of the West Side.

- Co-create a model for community policing that serves the West Side.
- Build radical partnerships to create a more socially connected community.
- Be at the decision making 'table' armed with community members' voices, specifically with respect to a healthy built and natural environment.



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Actions/Outputs

Stabilize WSCO via sustainability planning and the pursuit of earned income opportunities.

- 
- Pursue general operations funding and support for capacity building/technical assistance.
 - Create an individual donor program.
 - Develop a business model that meets WSCO's mission and ensures it's longterm sustainability.
 - Ensure frequent and timely communications about transition with current and prospective funders, donors and the public.



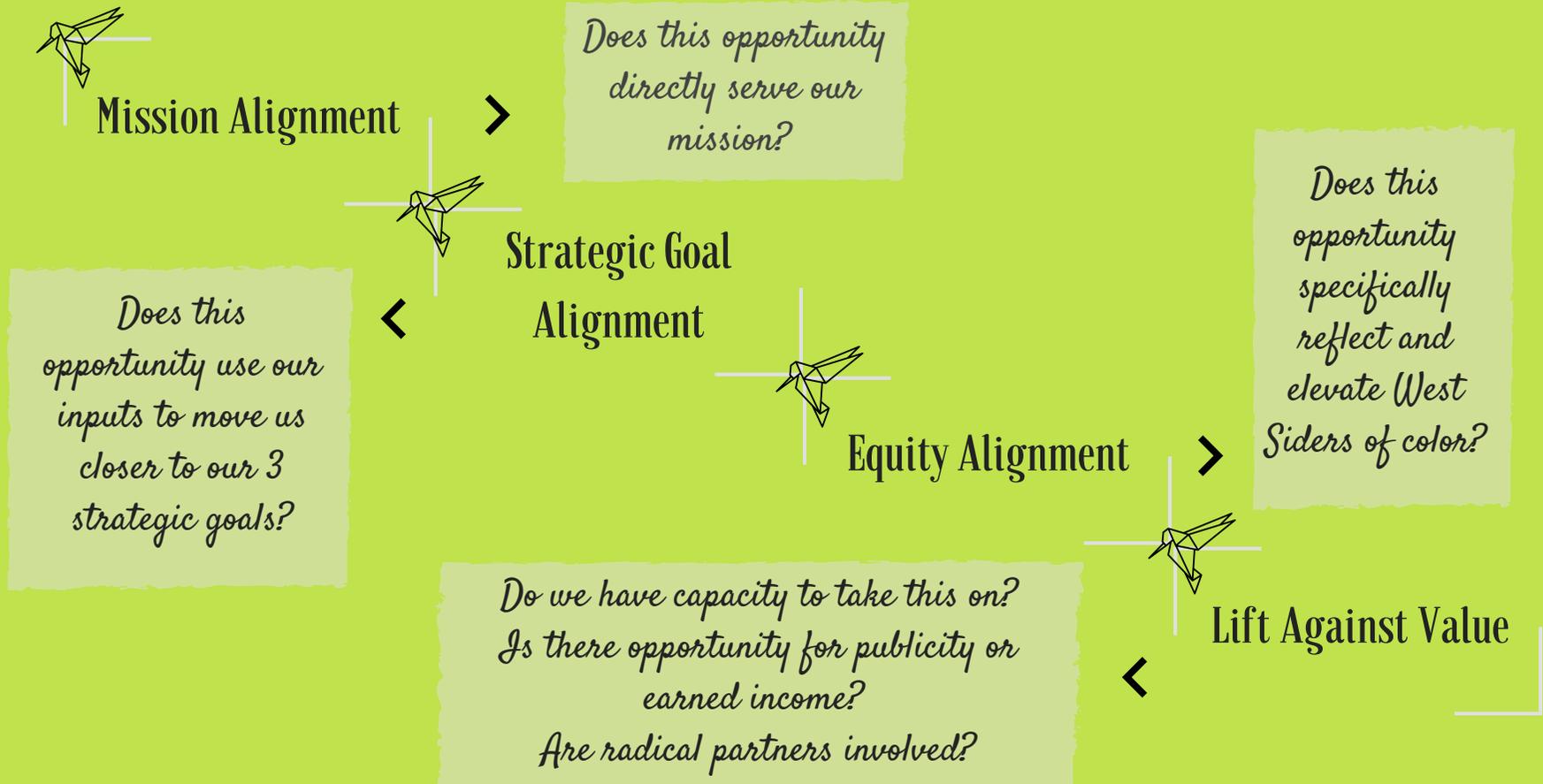
STRATEGY SIEVE

Being a proactive organization means staying focused. How do we, as an organization, evaluate opportunities? How do we decide and agree upon our priorities?



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VALUE PROPOSITION

This is an answer to "Why WSCO"?



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Prepared for WSCO by Kate Khaled Consulting 2016

WEST SIDE COMMUNITY ORGANIZATION IS THE ENGINE THAT POWERS A VIBRANT, HEALTHY, SAFE AND UNITED WEST SIDE.

Saint Paul's West Side is a model for what the future of urban life could be. Our West Side is diverse, collaborative, community-based, locally-proud and full of life. That life comes from our unique geography and location - separated from the rest of the city between the Mississippi Riverfront and the Bluffs. We are proud of our rich history that celebrates immigrant families who built their lives, and generation after generation, a rich community on the West Side. The West Side's culture is uniquely different from the rest of Saint Paul. When you cross into our borders, the West Side's historic homes stand taller, our river bluffs feel higher, the music gets louder and the sun get brighter. At West Side Community Organization, we strive to be a community engine to create and build a self propelling culture of pride, self-determination and power for the West Side. Together we are West Side strong.

