



FOR OAK CLIFF

# Executive Coaching + Strategic Planning Outline

This document is the result of a partnership between For Oak Cliff, Teach For America Dallas-Fort Worth, and SchermCo. The following encompasses the process and related findings of the partnership. ➔

*Submitted by SchermCo*



# A LETTER TO THE TEAM

Taylor,

It has been a pleasure working with you and the FOC team since October 2018. FOC is filling a critical community need in Oak Cliff and your team of change-makers is making the community a better place day by day. We hope that our time together has enabled your team to clarify your vision and begin to lay the groundwork to create even more change in the future.

To add as much value as possible, we wanted to package a few insights and considerations from our work together.

Within this document, you'll find a brief overview of our project together, as well as the Impact Report, and considerations for next steps. We encourage you and your team to review, discuss, and leverage this information to further drive impact within Oak Cliff.

Our team is excited to see what FOC will continue to accomplish. We look forward to partnering with you and the community again soon.

Onward,

Greg, Lori, Ana, Jonathan, and Katie

# PROJECT OVERVIEW

The partnership between FOC and SchermCo was made possible due to the support of Teach For America Dallas-Fort Worth. The objective of this partnership was to support FOC in their initial strategic planning efforts to help the organization further deepen their impact in the community. From November 2018 – January 2019, FOC and SchermCo held monthly coaching calls with Taylor Toynes, the Executive Director of For Oak Cliff. These calls were centered around understanding the work of FOC as well as gathering additional details to guide future strategic planning efforts. Additional calls were also held with other FOC staff members and stakeholders, including Teach For America Dallas-Fort Worth.

After the initial call with Taylor, the SchermCo team provided a comprehensive website review and submitted the findings. Throughout the partnership, FOC merged with City Square, a well-regarded non-profit organization that has been serving the Dallas community since 1988 (known then as the Central Dallas Food Pantry). It was decided that our team would support FOC during this transition by providing an Impact Report focused on their existing programs and key metrics to date.

What follows in this document is the Impact Report as well as recommended Action Steps to support the growth of FOC. Our team is here, per request, to provide any further guidance and support as it relates to the new strategic direction of FOC.

## RECOMMENDED ACTION STEPS

*The following are recommended action steps based on the three-month coaching partnership between FOC and SchermCo. The objective of these steps is to provide additional guidance and clarity to support the growth and strategic direction of FOC. Each action, as well as others, will need to be taken into account as FOC moves forward. These suggestions should be fully discussed and agreed upon by FOC staff members and additional stakeholders, as necessary.*

<u>Action</u>	<u>Suggested Timeline</u>	<u>Context</u>
<b>1. Incorporate website edits and corrections</b>	February 15, 2019	Incorporating the recommended edits on the website will provide a more comprehensive picture of FOC.
<b>2. Disseminate Impact Report</b>	February 28, 2019	Disseminating the Impact Report will provide additional clarity on the programs and impact of FOC since it's inception.
<b>3. Finalize contractual agreement with City Square</b>	March 29, 2019	Gaining clarity and expectations regarding the funding, programming, and expectations between FOC and City Square will allow both parties to define work paths and clarity for the immediate future.
<b>4. Conduct a full strategic planning process</b>	April 1, 2019	<p>Conducting a full strategic planning process will allow FOC (with new clarity from City Square) to define and clarify their programming and funding models.</p> <p>This process will also allow FOC to better understand their future as an organization with City Square or perhaps as a stand-alone organization.</p>
<b>5. Announce new strategic direction, programming, and goals</b>	August 30, 2019	Announcing the fully formed direction and programming model (with measurable goals) will allow FOC to clarify their services to the Dallas community and key stakeholders.



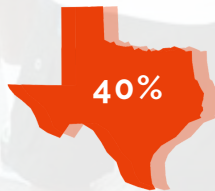
**For Oak Cliff** aims to provide culturally responsive programming to liberate South Oak Cliff from systemic oppression by creating a culture of education and improving social mobility and social capital.

## WHO WE ARE

For Oak Cliff strongly believes that **work ethic and passion determine success** more than name or appearance. We believe these are essential to the equation to all of our work.

We serve as the community center for the 75216 Superblock.

## THE NEED IN THE 72156 SUPERBLOCK



40% of adults do not have a high school degree



Per Capita Income in 75216



Median Household Income in 75216

## 2019 & BEYOND

In the Fall of 2018, For Oak Cliff has formally partnered with City Square, a long-standing leader in the Dallas Fort-Worth community working to fight the causes and effects of poverty through service, advocacy, friendship, and education.

The partnership with City Square will allow For Oak Cliff to leverage our community support and better connect For Oak Cliff community members to the larger range of services offered by City Square.

In 2019, we seek to increase referrals from the South Oak Cliff community by 10% to City Square and their services to increase economic mobility.



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[www.foroakcliff.org](http://www.foroakcliff.org)

## OUR THREE PILLARS

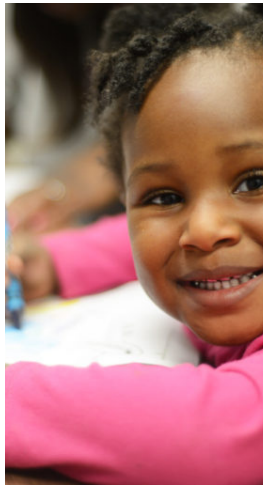
Since 2014, For Oak Cliff has worked to improve social mobility and social capital by offering programs that respond to the troubling reality in our community. We do this by utilizing our three pillars of programs: Community Building, Education, and Advocacy:



### COMMUNITY BUILDING

#### Back to School Festival

- For Oak Cliff has hosted the annual Back to School Festival to ensure community members and local students have everything they need for a successful school year.
- For Oak Cliff has leveraged approximately \$280,000 worth of resources and served 12,000+ residents within the Superblock and the Dallas community since 2015.
- For Oak Cliff health clinic hosted by Baylor Scott and White Hospital.



### EDUCATION

#### GED Classes

- In partnership with Dallas County Community College District (Work-Ready U), For Oak Cliff offers a comprehensive GED program to help community members earn their GED credentials.
- Since the program's inception, 13 community members from South Oak Cliff have successfully completed the GED program.

#### LENA Program

- Offers language and social emotional development for early learners from 0-5 and empowers parents to be a child's first teacher.
- Promotes and increases Pre-K readiness

#### After-School Enrichment

- We have 5 certified instructors providing S.T.E.A.M instruction and enrichment for all learners.



### ADVOCACY

#### Liberators Fellowship

- In partnership with Dallas Independent School District (DISD) the Liberators Fellowship is an advocacy-focused fellowship that is designed to influence systemic change in the South Oak Cliff Community.
- Policy win by DISD and Dallas County Community College District completing a inter-local agreement to host GED classes at elementary school campuses starting Spring 2019.
- Successfully advocated and are organized towards a master plan for Glendale Park with anticipated completion by December 2019.

To date, For Oak Cliff has reinvested or donated upwards of \$1 Million within the 75216 Superblock

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## **CONTACT US:**

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