



Immunization Coalition of Los Angeles County  
A project of Community Partners

# Updates on ICLAC Strategic Planning

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# Presentation Overview

- Provide an update about the ICLAC Strategic Planning process
- Describe the steps taken to inform the strategic plan
- Describe key recommendations in the plan
- **Next steps:** How members can become involved



# Why do strategic planning ?

- Re-examine ICLAC's organizational priorities, governance practices, and programmatic activities
- Align ICLAC's collaborative activities with partner priorities, needs, and resources
- Explore opportunities to improve immunization coverage rates in the context of relevant immunization issues



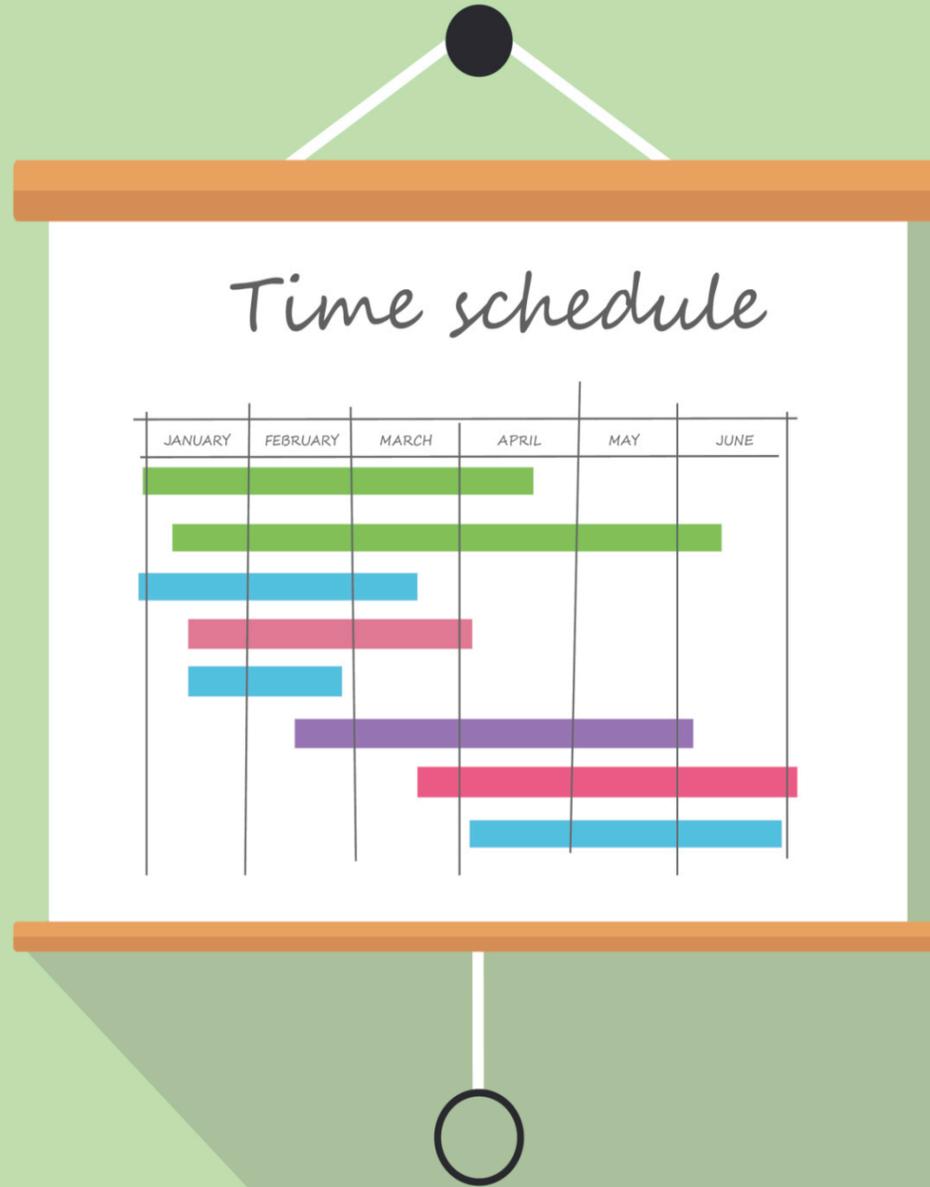
# Why do strategic planning?

- Enhance infrastructure
- Improve financial sustainability
- Strengthen member participation



# Background

- One-time funding provided by LA County Department of Public Health to support the ICLAC strategic planning initiative
- Center for Non-Profit Management (CNM) was hired as the independent agency
- Invited all ICLAC participants to participate.



# Step 1: Data Collection

## Discussion Group

- Benefits of ICLAC
- Additional Services

## Key Informant Interviews

- Interviews with 5 Coalition leaders

## Member Survey

- Performance
- Infrastructure
- Leadership
- Collaboration
- Resource Capacity
- Synergy

# Research

A close-up photograph of a person's hand in a white dress shirt, with the index finger pointing towards the word 'Research'. The background is a bright, slightly blurred white surface.

# Step 2: Three Planning Meetings

## Meeting 1:

- Review of research
- Discussion of ICLAC Strengths, Weaknesses, Opportunities, and Threats (SWOT)

## Meeting 2:

- Explore ICLAC's "Value and Relevance"

## Meeting 3:

- Identify organizational priorities, goals and collaborative activities



# What is a Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis?

A framework for identifying and analyzing the internal and external factors that can have an impact on the viability of a project, product, place or person.



# Strength Themes

- Dissemination of information
- Dedicated members
- Expertise at local, state, and federal levels



# Weaknesses Themes

- Lack of clarity in goals
- Limited leadership opportunities
- Lack of funding for activities
- Relationship with Los Angeles County Department of Public Health



# Opportunity Themes

- Diversify membership
- Leadership opportunities
- Partner with existing groups like the California Immunization Coalition to achieve a common goal
- Build a social media presence



# Threats Themes

- Finances/funding/capacity
- Perceived value/relevance
- Perceptions about immunizations



## Step 3: Setting Organizational Priorities

- Enhance coalition infrastructure and resources
- Engage partners to participate in coalition activities
- Conduct relevant and effective programs and activities

# PRIORITIES

1.

2.

3.



# Potential Goals

1. Strengthen coalition governance, leadership, and management practices
2. Improve fiscal viability in order to maintain and enhance ICLAC activities
3. Build and sustain ICLAC membership and participation
4. Facilitate effective communication with and among members

## GOALS

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_



# ICLAC Collaborative Workgroups

- Adult Immunization
- Adolescent Immunization
- Vaccine Confidence

A hand in a white lab coat is shown writing the text 'Join our team' on a blue background. The text is written in a white, chalk-like font. The word 'Join' is on the top line, and 'our team' is on the bottom line. The hand is holding a white marker and is in the process of writing the word 'team'.

# Next Steps

- Further develop the strategic plan
- Finalize recommendations for governance practices and update the ICLAC bylaws
- Share the recommendations from the planning process with the ICLAC members
- Launch the ICLAC project workgroups

# NEXT STEP



# QUESTIONS??

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