



CoDA Board Strategic Plan June 12, 2022

Background

The Board of Co-Dependents Anonymous (CoDA) held several strategic planning sessions to define and prioritize key initiatives to advance the mission and contribute to the success of the organization.

The goals for the session were defined as:

- To ensure an inclusive process that allows each member of the Board to provide input and feel ownership of the resulting plan;
- To clearly define the role of the Board and ensure commitment to goals and initiatives;
- To define a set of initiatives and actions that will support the mission and address opportunities;
- To walk away with direction and ideas to present to the Fellowship.

Board Mission Statement

Acknowledging that we are all here for our personal recovery, the mission of the CoDA Board of Trustees is to ensure the longevity and fiscal health of the organization, to support the Fellowship's ongoing service work, to promote CoDA unity and to reach the still suffering codependents.

Situation Assessment

The Board acknowledged the 2014 & 2019 Strategic Plans and agreed the 2022 plan will replace these.

SWOT Analysis – Internal (Board)	
Strengths <ul style="list-style-type: none">● The recovery of its members● The diversity of talent● The willingness to work hard	Weaknesses <ul style="list-style-type: none">● Not enough people on the Board, and the lack of people willing to serve
Opportunities <ul style="list-style-type: none">● Find better ways to learn what is important to the Fellowship● Continue updating and improving the website● Encourage worldwide participation in CoDA	Threats/Challenges <ul style="list-style-type: none">● The challenge of Self Care with the amount of work that is necessary as Board members● Protecting the Copyrights and Trademarks for CoDA

SWOT Analysis – External (CoDA Organization)

Strengths

- The program (The Steps, The Traditions, The Promises, The Concepts)
- CoDA approved literature, including infusion of newly created literature throughout CoDA world
- Our spiritual awakening and connection to our Higher Power’s will to bring CoDA to those still suffering
- Improved international participation
- Our Fellowship
- Technology used during difficult times to keep us connected and functional, including fully virtual CoDA Service Conferences (CSC) & International CoDA Conventions (ICC)
- Online meetings

Weaknesses

- Attracting Trusted Servants willing to do service at all levels
- Lack of rotation of service including delegates
- Communications between meetings and World Service
- Lack of a functional database for Intergroups and Voting Entities (VE’s) to allow improved participation and communication

Opportunities

- Build on the technology available to expand our connection and service to the world-wide Fellowship
- Improve our ability to support different languages
- Further development and expansion to additional countries
- Support with creating and strengthening Intergroups

Threats/Challenges

- Lack of Sponsors/Sponsorship Programs
- Imbalance of US centric Voting Entity representation
- Language can be a barrier
- Lack of rotation at the Committee Chair level
- How to do hybrid meetings
- Moving back to the “in person” format at all levels

2022 Strategic Initiatives

- 1) Technology
- 2) Language
- 3) Communications
- 4) Service
- 5) Sponsorship
- 6) CoDA Structure

Initiative 1: Technology

- **Goal:** Build on the technology available at the world and local level, to expand our connection and service to the world-wide Fellowship
- **Initiative Owner:** Board
- **Team:** Web Liaison & World Communications Committee (WCC)
 - Work together with the Board to further develop the specific steps, budget, and timelines.
- **Key Steps in the Process:**
 - Hybrid Meetings:
 - Provide information on how to create and run hybrid meetings, including suggestions for types of technology which might be helpful.
 - What are the technology costs involved?
 - Share with the Fellowship how to do Virtual and/or Hybrid meetings. Create and share a link to our website, which will include a list of “tips and techniques”, etc.
 - Create a phone app for meeting searches
- **Timeline:**
 - Hybrid: By 2022 CSC
 - Meeting phone app: By 2023 CSC

Initiative 2: Language

- **Goal:** Improve our ability to support different languages
- **Initiative Owner:** Board
- **Team:** Board representative, Events Committee, World Communications Committee (WCC)
 - Work together with the Board to further develop the specific steps, budget, and timelines.
- **Key Steps in the Process:**
 - Research and find accurate interpretation/translation technology
 - Earbuds, Google Translate, Zoom chat areas, etc.
 - Incorporate time into the CSC voting process to allow for interpretations.
 - Share with the Fellowship how to do Virtual and/or Hybrid meetings. Create and share a link to our website, which will include a list of “tips and techniques”, etc.

- Incorporate time into the CSC voting process to allow for interpretations.
- Consider hiring a Fellowship Service Worker (FSW) to assist with interpretation and research on language technologies.
- **Timeline:**
 - By 2023 CSC

Initiative 3: Communications

- **Goal:** Improve communications inside and outside of CoDA.
- **Initiative Owner:** Board
- **Team:** Board representative, Communications Committee & Issues Mediation Committee (IMC)
- **Key Steps in the Process:**
 - Within CoDA
 - Synergy Project by IMC: Create a database of email addresses for registered CoDA meetings, Intergroups and Voting Entities (US and International).
 - Start email communications with the “opt out” option.
 - Send an annual survey email to the Voting Entities asking for their input for the upcoming strategic focus of CoDA.
 - Communications Committee:
 - Maintaining ongoing communications with all levels of CoDA
 - Outside of CoDA
 - Board:
 - Hire a professional to develop a Public Information Campaign.
 - Outreach Committee:
 - Once developed, implement the Public Information Campaign
- **Timeline:**
 - By 2023 CSC

Initiative 4: Service

- **Goal:** Attracting Trusted Servants willing to do service at all levels and improve rotation of service including delegates and committees.
- **Initiative Owner:** Board
- **Team:** Board representative & Communications Committee
 - Work together with the Board to further develop the specific steps, budget, and timelines.
- **Key Steps in the Process:**
 - Encourage service starting at the meeting level. Attending a meeting is an act of service; reading our Twelve Steps, Twelve Traditions, etc. is an act of service. How can you be of service to your meeting?
 - Continue to speak about rotation of service at all levels.
 - Continue to advocate for healthy meetings and committees.

- Encourage committees to take turns monthly to communicate with the Fellowship via email about their committee, projects and invitation to join them in service to our Fellowship.
- Highlight a committee on the website slider on a rotational basis.
- WCC: Encourage increased participation from the rest of CoDA worldwide Fellowship.
- Outreach Committee: Quarterly announcement to Fellowship to regarding service: <https://coda.org/outreach/service-guidelines/>
- **Timeline:**
 - By 2023 CSC

Initiative 5: Sponsorship

- **Goal:** Increase the awareness and creation of available sponsorship list to those who are looking for a sponsor
- **Initiative Owner:** Board
- **Team:** Board representative, Communications Committee, World Communications Committee (WCC)
 - Work together with the Board to further develop the specific steps, budget, and timelines.
- **Key Steps in the Process:**
 - Communications Committee:
 - Quarterly Fellowship emails about Sponsorship
 - Encourage sponsorship, which is a form of service. Sponsorship@CoDA.org is available to anyone who is willing to volunteer to be a sponsor and for those looking for a sponsor.
 - Outreach Committee:
 - Quarterly announcement to Fellowship to share our Sponsorship program page on the website: <https://coda.org/outreach/connecting-members/sponsorship/>
 - WCC:
 - Share with their worldwide contacts the information created by the Communications Committee
- **Timeline:**
 - By 2023 CSC

Initiative 6: CoDA Structure

- **Goal:** Examine the CoDA structure to ensure that it meets the needs of the worldwide Fellowship.
- **Initiative Owner:** Board
- **Team:** Board representative, WCC, Voting Entity Liaison (VEL), and Voting Entities
 - Work together with the Board to further develop the specific steps, budget, and timelines.
- **Key Steps in the Process:**
 - Create and send out a survey to the Voting Entities (VEs) to identify the strengths and weaknesses and ask how CoDA World can better serve the worldwide Fellowship.
 - Analyze the survey results

- Based on the survey:
 - Make recommendations to the CoDA Board for changes in the CoDA structure.
 - Create a CSC Motion to reflect those changes in the CoDA Structure Chart in the Fellowship Service Manual (FSM)
- **Timeline:**
 - By 2024 CSC