

Tierrasanta Village of San Diego
Current Strategic Plan
Board of Directors Approved November 17, 2022

1. Mission Statement:

TVSD exists to help its members enjoy the best possible quality of life. TVSD offers opportunities to help its members remain active and healthy, and will offer support while they remain in their homes and beyond.

Our motto is “Living for Today; Planning for Tomorrow”.

2. Who we are:

We are a caring group of neighbors committed to supporting one another through connections via social events, informing by offering educational opportunities and discussion groups, and offering activities to help everyone remain physically and mentally healthy, all while remaining emotionally secure.

3. Membership is available to residents of the Tierrasanta neighborhood, who are 50 years old, or older. TVSD offers a snowbird membership for those who live in Tierrasanta part time. We also offer an alumni membership for former members who have moved out of Tierrasanta and want to remain associated with TVSD. We encourage San Diego County residents of all ages to support our mission as volunteers.

4. Our 501 (c) 3 organization is led by a six (6) member all volunteer Board of Directors. We plan to grow the number to eight (8) in the short term, and up to twelve (12) as time and needs dictate.

In addition, the workload is distributed among nine (9) core teams:

Administration

Care and Wellness

Marketing (includes Communications and Fund Development)

Community Connections (includes Community Liaisons)

Volunteer Coordination of Members

Information Technology

Membership (includes Social Events and the Idea Bank)

Neighborhood Groups

The Time Bank

5. We believe in championing intergenerational relationships and building understanding, trust and respect within our membership and the community at large. As we work to fulfill our mission and expand membership, we will encourage Diversity, Equality and Inclusiveness in all of our activities. As we grow, we strive to have our membership reflect the diversity that exists within Tierrasanta.

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6. The Board of Directors is committed to focusing on a number of goals over the next 2-5 years.
- a. Increase the number of dues paying members, including ones at the younger end of our age eligibility. We don't want to become too large, as we wish to maintain the close relationships that exist among our members. Establish goals for the number of new members and retention of members.
 - b. Attract new members on the Board of Directors who are not members of TVSD. Create an Advisory Board, as well. We will search for community leaders working within fields that will assist the Board in obtaining its goals. Examples would be: social worker, attorney, health care professional, government official, financial planner.
 - c. Search out and obtain more grant funding and legacy giving
 - d. Increase our income sources to include corporate sponsorships
 - e. Increase the number of our members participating in our committees
 - f. Offer some of our events to the community at large, and become known for sponsoring and/or supporting one or two events per year
 - g. Evaluate the need and feasibility of increasing the number of employees and/or increasing the number of hours currently worked by our part-time employee, and/or modifying the job description of our current employee.
 - h. Add a team of volunteers and interns to support TVSD
 - i. Continue to place an emphasis on marketing outreach and professional support
 - j. Create opportunities to interact with all age groups within our community
 - k. Continue to increase our participation in State and National Village organizations
 - l. Put a focus on building participation in the Time Bank

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Strategic Plan Action Items:
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1. Continue to develop and grow our relationship with Jewish Family Services, and look for other partnerships to assist members with mobility and safety issues.
2. Develop relationships with professionals who will educate members and offer assistance, as needed. This could include people in the fields of hearing, vision, and other medically related issues, nutrition, technology, social work, transportation and insurance, etc.
3. Look into the possibility of expanding types of memberships. Examples: Honorary, Military, Family, Volunteers, Restricted to Games or event attendance, Zoom only, etc.
4. Can we open up the Time Bank membership to community members who are not members of TVSD?
5. Consider expanding membership beyond the Tierrasanta neighborhood. Perhaps for certain programs, activities or events. They could pay a reduced membership fee, and a small participation fee when attending an event?
6. Explore how to attract sponsorships. What can we offer?
7. Continue to expand our intergenerational connections
8. Meet with community organizations (schools, Churches, nonprofits, law enforcement, social service agencies, health care, etc.) to ascertain how we might collaborate to assist each other to accomplish each other's goals/mission.
9. We are committed to provide accessibility to all of our events and meetings, so will strive to hold our meetings and events within ADA compliant spaces.
10. Increase our use of technology; especially with regard to communications, inclusive of the VIBES, hybrid meetings, and club express, etc.
11. Assist our members to better understand and use technology, including computers, phones and the TVSD website.