

**Strategic Plan for
Autism Society-Kern Autism Network
Current as of June 1, 2017**

Executive Summary

The strategic plan for Autism Society-Kern consists of the following objectives and action steps:

Objectives 1:

Improve and update the infrastructure for Autism Society of Kern.

Action Steps:

- Update and modernize the current bylaws on file.**
- Promotional structure-media**
- Board structure-recruitment and outreach**
- Independent audit review**
- Job description for Executive Director-evaluation process etc.**

Objective 2:

Developing new funding opportunities.

Action Steps:

- Longterm or multi year sponsors**
- New revenue streams**
- Increase grant and private donor opportunities**

Objective 3:

Re-establishing our brand from Kern Autism Network to Autism Society Kern

Action Steps:

- Community and partner outreach**
- Hispanic underprivileged community outreach**

Vision Statement

The strategic plan for Autism Society-Kern aims to further the following organizational vision:

Our goal as the local autism organization representing the Kern County Area is to provide education, support for families & individuals impacted by autism as a voice for autism in our community. Maximizing the quality of life for all affected by autism, with the highest level of dignity and valuing their talents and skills.

Mission Statement

The mission of Autism Society-Kern is to provide support, awareness, information and education to families, professionals and the public throughout Kern County. We work towards cooperation, coordination and the creation of services between individuals and agencies. We strive for advocacy, research, education and inclusion for individuals challenged with autism. .

Business Summary

The primary business of Autism Society-Kern consists of the following:

- 1. Programs-support groups (parent, sibling and daycare) and LEGO Workshops**
- 2. Services- IEP and IPP support, court parent trainings, parent mentor**
- 3. Advocacy-parent and individual support**
- 4. Education-community seminars on topics addressing ASD, Law Enforcement-SSI-CPS- Rotary and local agency trainings**
- 5. Information-website with information, resource center and lending library**
- 6. Referral-diagnosis assistance locally, pediatricians, dentists, therapists, ABA, Kern Regional Center, SELPA School District and local School District placement**
- 7. Bilingual Services- for all calls, seminars, website, information flyers and community outreach visits**

Analysis of Strengths, Weaknesses, Opportunities, and Threats

Strengths	Opportunities
Community Support	Creating change & opportunities for a community that has grown in Autism#'s in K.C.
Mentorship	Provide services without regard to a person's age, race, religion, sexual orientation, income level, gender, other disabilities or the level of the autism spectrum disorder.
Follow-thru with our families	We believe in the options policy to ensure our families have the choice that best suits their needs and that of their loved one.
Advocates for children, teens & adults	We believe that every person with autism is entitled to a free and appropriate education to suit their needs.
	We oppose any form of discrimination that is directed to any disability.

Weaknesses	Threats
Funding	Other non-profit groups.
Limited resources to hire full staff.	Loosing status with national due to lack of resources to maintain the minimum requirements.
Grant writing	The inability to financially carry on and provide for our autism community in Kern County.
Board growth	Not enough community resources.

Analysis of Competitors

The competitors of Autism Society-Kern in the nonprofit industry include:

HEARTS Connection-Family Resource Center
Valley Achievement Center-Autism Non-Profit School
School District-Autism Coalitions-Parent Groups
Kern Regional Center-Autism Resource for Services
League of Dreams-Autism Sports
Society for Disabled Children-All disabilities to include Autism Spectrum Disorders

Analysis of Marketing Strategy and Target Customers

The marketing strategy of Autism Society-Kern consists of the following elements:

Social media: **Facebook, Instagram and Twitter**

Website: **www.kernautism.org**

Email: **kernautism@gmail.com**

Local mass monthly publication

Monthly Newsletter

Monthly Community Newsletters

Target customers include:

- -Families with autistic children
- Young adults on the spectrum
- Law Enforcement, Service Govt. Agencies
- School District-employees
- Local agencies serving children and adults with autism Community at large
- Physicians, Dentists, Therapists, ABA, SLP