



BUILDING RESILIENCY

2019-2021 Strategic Plan

Urban League of
Nebraska

BUILDING



RESILIENCY

To this day, the prosperity of Omaha's economically and socially challenged communities hangs in the balance. Individuals and families from these communities are continually confronted by relentless economic and social obstacles, including poverty, school absenteeism, unemployment, and crime. In order to overcome these persistent barriers, these communities must remain strong and resilient. While the Urban League of Nebraska has been an external source of strength and relief for these communities, now, more than ever, we must build their resilience by dismantling the wall that stands between them and a more prosperous future. To this end, we've identified the three critical goals listed below as our focus for 2019-2021. It is our belief that these goals will allow us to continue strengthening communities so that the balance of prosperity always tilts in their favor.

2019

Maintaining a space in Omaha for Black young professionals and other professionals of color to thrive.

2020

Closing the economic and social gap further through college prep and career readiness.

2021

Fostering success within the Urban League of Nebraska with further professional development.

2019: Diversity and Inclusion

OVERVIEW

The income earned and skills gained from jobs have lifelong stabilizing effects on families and communities. Unfortunately, communities of color are concentrated in unpredictable job markets while their representation lacks in stable industries. To rectify this, the Urban League will continue to eliminate existing barriers these communities face to accessing, advancing or remaining in employment across industries. In 2019, we will work with young professionals in Omaha, local companies and organizations, and our community to make sure every worker is employed where they are most productive and welcomed.

Key Areas

- Partnering with Corporate Omaha
- Creating Space for All

Key Strategies



2020: Close the Economic and Social Gap Further

OVERVIEW

Economic prosperity and social development depend on all citizens having a fair opportunity to maximize their potential. The economic and social gap in our state is a stark indication that the playing field is not equalized for communities of color who continue to struggle economically and socially in Nebraska. In 2020, the Urban League of Nebraska hopes to lead Nebraska in closing the social and economic gap in African-Americans and other emerging ethnic communities. We will focus on career development and college prep programs as well as public policy awareness in the community to fulfill our commitment to this vision.

Key Areas

- College Prep
- Integrated Case Management
- Career Development
- Public Policy and Advocacy

KEY STRATEGIES

College Prep

Increase access to programs for AA/Black students by 20% by 2020

Integrated Case Management

Improve client completion by 20% by 2020 through engagement, participation, and program attendance

Career Development

Increase the participation of those who are part of our career services by 20%

Public Policy

Inform the public by adding resources to social media platforms and in person at the Family Resource Center

2021: Organizational Sustainability

OVERVIEW

In order to build resilience in the community, the organization must itself be sustainable and resilient. Thus, the Urban League will build and implement internal processes that foster success and optimal performance to achieve organizational sustainability. Effective financial management is always important for sustainability. However, in 2021, the organization must also focus on its succession planning, which involves identifying and developing people with the potential to fill key business leadership positions in the Urban League. Finally, staff engagement and professional development are other critical areas that will inculcate productive and quality service to clients.

Key Areas

- Staff
- Professional Dev
- Succession Planning
- Financial Stability

Key Strategies

