



**Catholic
Charities**
Northwest Florida
Giving Help. Giving Hope.

E-NEWS UPDATE

BY

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EDITION 1-NOVEMBER 2006

Welcome

Welcome to the first edition of our new monthly edition of E-NEWS intended to update Boards, staff and volunteers on the latest news and developments from the Northwest Florida offices of Catholic Charities.

Council on Accreditation (COA)

A major milestone occurred last Friday Nov. 10 with the submission of our self-study to COA in New York. Everyone in this organization needs to be congratulated on your contributions to building a “**Culture of Quality**”. A special thanks goes to Terry Bush for shepherding us through this development. In addition to the ongoing PQI meeting and activities, a diocesan board committee chaired by Judge John Parnham has been formed to prepare for our COA site visit on **January 21-23, 2007**. A mock site visit by Peggy Walker, consultant and COA trustee is scheduled for Jan. 3-5, 2007. COA recognition in 2007 will affirm our growth and development as a vibrant, high performing non-profit, leading the way to new visibility, funding and programs in all regions. We plan to conduct a major marketing campaign following this recognition, expected by April 2007.

Strategic Planning

The future will look back to 2006 as a critical turning point in the history of the organization. It marks the first year of new leadership at each regional office and the initiation of a strategic planning process that clarified regional and diocesan board roles, relationships, governance and future direction. Aligning our boards to resemble a hub and spoke structure defined the roles and relationships between diocesan (hub) and regional (spoke) boards leading to regional boards moving beyond “advisory” and diocesan board affirming their leadership and supportive position allowing for communication and integration among the regional offices. In 2007, the Diocesan Board will rotate quarterly meetings across the 4 regions (**Feb. 3-Ft. Walton Beach, May 5-Panama City, Aug. 4-Tallahassee, Nov. 3-Pensacola**) inviting local staff, volunteers and boards to participate and build relationships.

Four Strategic Priority Areas—Strategic planning activities in 2006 resulted in 4 priority areas: **Marketing/Communications, Fund Development, Board/Staff Development and Program Improvement/Expansion.**

Chairs from the diocesan or regional board have been selected to lead each area and are currently developing strategic goals and objectives. Everyone in the organization, including staff at all levels, are invited to provide input, feedback and suggestions on these areas. I will provide a brief update on one of these areas in each of the next four E-NEWS Updates.

Marketing & Communications

The top strategic priority is marketing and communications. Our priests, parishes and community at-large have little to no idea what Catholic Charities does. This must and will change. Carole Bayer, Diocesan Board Secretary from Gulf Breeze has agreed to chair this area. She is already hard at work and provided a terrific report at our Board meeting in October. Carole was the former marketing and communications director at St. Ann’s in Gulf Breeze and brings a wealth of knowledge and experience to the agency. Her recommendations begin with taking advantage of the great national and diocesan support from CCUSA and Diocesan communication offices. A new brochure, Annual report and Web-site is in production and near completion. E-NEWS, regional newsletters and local training on communication and marketing are also being added. Watch for some terrific marketing and communication activities in 2007.

HAPPY THANKSGIVING— It is the time of the year to give thanks to God for all he has done for us. I am so thankful that he brought me here to work in this great organization and to work along side of each of you. I am thankful for the many contributions each of you make to the poor and vulnerable every day. You not only touch their lives, but all of you have touched my life in some way and for that...I am eternally thankful. May God Bless you and your families this Thanksgiving.