



Goal 2: The infrastructure and systems of the coalition are stable and advance the coalition into the future

- Strategy: Organize and build the coalition's **internal capacity**
- Strategy: Identify **resources** and raise funds to strengthen the coalition
- Strategy: Collaborate and communicate effectively with **priority audiences**
- Strategy: Reach out to and engage with existing and potential **coalition members**



Minnesota Breastfeeding Coalition Strategic Plan Year Two (2017) Objectives

- Objectives
- Aim for at least 80% of counties represented by local coalitions to identify and recognize a breastfeeding friendly workplace
 - Advance state legislation for IBCLC licensure (Set tangible short term goals by November 2016)
 - Develop organizational budgets to support Year 2 objectives
 - Strengthen the Finance Subcommittee by writing policy & procedures, contracting with a bookkeeper and presenting to the BOD & Steering Committee the budget fundamentals needed to execute their positions.
 - Revise orientation documents & orient new BOD members annually
 - Plan and implement 10th annual workshop and annual meeting
 - Plan and implement 11th annual teleconference
 - Draft a strategic plan objective for an alternative to the Mother Baby Summit by March 2017 and begin implementation by December 2017
 - Create an Equity and Access Subcommittee charter and initial plan that will lead to a 20% increase in diversity in the Steering Committee & subcommittees (to include age, geographic, race, gender or other)

