



COUNTY OF SAN DIEGO FILIPINO-AMERICAN EMPLOYEES' ASSOCIATION (CSDFEA)

2016-2021 STRATEGIC PLAN



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OVERVIEW

This Strategic Plan reflects current and future priorities of the County of San Diego Filipino-American Employees' Association (CSDFEA), one of the County's Employee Resource Groups. This Strategic Plan will show how the CSDFEA will add value to the lives of our members and assist the County of San Diego in achieving its Strategic Initiatives in the period of 2016-2021.

As the County and its Strategic Initiatives evolve, so too will the CSDFEA's goals in relation to the County and its Strategic initiatives.



MESSAGE FROM THE PRESIDENT

On behalf of the County of San Diego Filipino-American Employees' Association (CSDFEA) Board of Directors, I am pleased to present the Strategic Plan for 2016 -2021. This plan is CSDFEA's blueprint to sustaining excellence and achieving even greater heights.

This five-year strategic plan is a product of the Board of Directors collective efforts and input from membership surveys, which reaffirms CSDFEA's commitment in achieving excellence in its four focus areas.

- Cultural Awareness & Appreciation
- Building Better Community
- Partnerships
- Pathways to Excellence

CSDFEA will continue to raise awareness of the Filipino culture and strive for multi-cultural competence within the organization in alignment with the County's Diversity & Inclusion efforts. We will continue to provide opportunities for professional and personal growth for our members. And lastly, we will continue to seek platforms to engage our membership and the community.

Ardee Apostol
CSDFEA, President



OFFICERS AND BOARD OF DIRECTORS

President:	Ardee Apostol (Health & Human Services Agency)
Vice President:	James Inglis (Housing and Community Development) Vanessa Cabiling (Department of Human Resources)
Secretary:	Rizza Rodriguez (Health & Human Services Agency) Josyl Wong (Clerk of the Board)
Treasurer:	Amelia Guingab (Health & Human Services Agency)
Auditor:	Yolanda Prado (Health & Human Services Agency)

Board Members: Chrys Flor (Sheriff's), Rowena Mesina (Health & Human Services Agency), Luisa Ruiz (Health & Human Services Agency), Mavette Sadile (County Technology Office), Lita Santos (Department of Public Works), Oscar Talaro (Health & Human Services Agency), Edd Urbano (Health & Human Services Agency), and Louise Zavala (Health & Human Services Agency).

Support Staff: Cecilia Martinez (Sheriff's), Kenneth Stevens (Auditor & Controller), Juanito Amor (Registrar of Voters), Mary Grace Sadile (Health & Human Services Agency), Wilfredo Perez (Health & Human Services Agency), and Karla Ferrer (Health & Human Services Agency).



Executive Sponsor: Cesar Escuro (Probation Department)

Advisors: Todd Henderson (Housing and Community Development), Maria Pe (Treasurer & Tax Collector)



MISSION, VISION & VALUES**OUR VISION**

A diverse and thriving workforce at all levels of the County.

OUR MISSION

Provide relevant and useful resources for employees while partnering with the County to achieve common goals.

OUR VALUES

*Unity, Volunteerism,
Passion, Integrity*



CORE FOCUS AREAS / STRATEGIC INITIATIVES

FOCUS AREA 1: CULTURAL AWARENESS & APPRECIATION

Showcase the Filipino-American culture and cultivate multicultural appreciation.

GOALS:

1. Raise awareness about the heritage and culture of Filipino-Americans among County of San Diego employees and local community.
2. Stimulate CSDFEA members' interest and involvement in diversity and inclusion.

FOCUS AREA 2: BUILDING BETTER COMMUNITY

Foster culture of *Bayanihan (community)* among CSDFEA members.

GOALS:

1. Strengthen network of members through increased membership and engagement.
2. Stimulate CSDFEA members' interest in service to other and the community.

FOCUS AREA 3: PARTNERSHIPS

Develop collaborative partnerships to help achieve common goals.

GOALS:

1. Connect with County departments and groups to achieve collective impact.
2. Connect with community based organizations to promote shared interests and achieve common goals.

FOCUS AREA 4: PATHWAYS TO EXCELLENCE

Provide opportunities and experiences that will help members thrive personally and professionally.

GOALS:

1. Provide CSDFEA members opportunities and experiences for personal and professional growth.
2. Foster culture of *pag-unlad (growth)* among CSDFEA members.



OBJECTIVES – FOCUS AREA 1 & 2

**FOCUS AREA 1:
CULTURAL AWARENESS &
APPRECIATION**

1. Continue to expand and stimulate interest in the *CSDFEA Embracing the World* cultural program.
2. Host annual celebration of:
 - a. Philippine Independence Day (June 12)
 - b. Larry Itliong Day (October 21)
3. Promote and stimulate interest in:
 - a. Asian Heritage Month (May)
 - b. Philippine Heritage Month (October)
4. Promote and stimulate participation in County, ERG and community cultural events.

**FOCUS AREA 2:
BUILDING BETTER COMMUNITY**

1. Increase membership annually by at least 20% over previous year.
2. Continue to leverage CSDFEA's online presence for relevant information sharing, and member engagement.
3. Support local Filipino-American families by awarding at least \$2,500 in scholarships annually.
4. Support local Filipino-American community by participating in at least 2 Filipino-American specific community efforts annually.
5. Expand and increase participation in CSDFEA's *Community Service* program.
6. Continue outreach efforts to at least 2 local high schools and/or college per year.



OBJECTIVES – FOCUS AREA 3 & 4

**FOCUS AREA 3:
PARTNERSHIPS**

1. Collaborate with all County ERGs to achieve common goals.
2. Support Live Well San Diego by offering at least one physical / wellness activity per month to County employees.
3. Promote and stimulate participation in all DHR Wellness Program activities.
4. Support a diverse workforce through 2 local high school and/or college outreach events per year.
5. Connect with 1 new community based organization per quarter.
6. Leverage CSDFEA's online presence to promote, engage, and establish partnerships with other Filipino-American and other community based organizations that share common goals.

**FOCUS AREA 4:
PATHWAYS TO EXCELLENCE**

1. Leverage partnerships and resources to provide at least 1 professional development seminar / workshop per quarter.
2. Leverage partnerships and resources to provide at least 1 networking opportunity per quarter.
3. Develop leadership capacity within CSDFEA Board of Directors.
4. Continue to showcase CSDFEA members' achievements and contributions through ***Member of the Month*** program.



CSDFEA

County of San Diego Filipino-American Employees' Association

www.csdfea.com | www.facebook.com/csdfea



480

total miles hiked

224

members

13+

PROFESSIONAL
DEVELOPMENT
WORKSHOPS



506
followers

AVE. WEBPAGE
VIEWS

287

\$30000

scholarships



event attendance

2000+

40+

EVENTS

2015 BY THE NUMBERS

