**Executive Summary**

This living document outlines the 1 year strategic plan HackMGM is Montgomery, Alabama’s local Code for America (CFA) Chapter. HackMGM was loosely formed 9 June 2016 and officially became a CfA 24 August 2017. In an effort to better steer the organization and provide strategic visibility to members and stakeholders, this document was formed to outline the brigade’s goals, mission, and strategic plan for the calendar year.

Change Log

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# Configuration Control

This is a living document. Revisions to this document should be made as directed by the core team and should be centered around the goals and strategies for the associated calendar year. All updates made to the document will be documented in the change log (Page 2).

After the year closes, this document will be finalized and archived on Github. The archived document’s universal information will carry into the new calendar year in a new Strategic Plan.

# Core Team

The core team supports the brigade. Responsibilities are divided by role and aid in the overall management and success of HackMGM. The brigade’s core team roles and responsibilities are outlined in the Core Team Roles & Responsibilities document in HackMGM’s Github repository.

# Mission

To develop simplistic, effective, and user-centric technology-driven solutions that facilitate citizen needs and enable local government priorities that support the creation of healthy, prosperous, and safe communities.

# Goals

The goals of HackMGM for calendar year 2017 are:

* Collaborate with the community to discover and analyze citizen needs.
* Collaborate with local organizations with like-minded goals.
* Collaborate with local government in exposing government services and data through technology.
* Document and establish the core team and core team responsibilities.
* Recruit a robust team of professionals that will enable the HackMGM mission.
* Research and establish fundraising methods that will support the HackMGM mission.
* Establish a set suite of tools that the brigade will use to communicate internally amongst brigade members and externally with the community.
* Facilitate, enable, and support community initiatives that align with the HackMGM mission.
* Have fun!

# Strategy

## Collaborate with the community to discover and analyze citizen needs.

The best way to discover our community is to conduct research with real people to better understand who they are, what they need, and how they behave. HackMGM will:

* Develop a research plan
* Conduct interviews
* Recruit for and facilitate user testing of HackMGM solutions

## Collaborate with local organizations with like-minded goals.

A plethora of organizations exist in the Montgomery community, and many of these organizations possess similar goals and initiatives to HackMGM. HackMGM will:

* Identify and compile a list of local organizations with similar goals
* Develop a game plan for engaging these organizations
* Identify key players for each organization
* Identify collaboration and corroboration opportunities

## Collaborate with local government in exposing services and data through technology.

There are numerous arguments for exposing government data. Some examples are government transparency, citizen participation, and improved government services. To collaborate with local governments in exposing data, HackMGM will:

* Develop a strategy for engaging with the local government
* Corroborating citizen needs gathered from research to prioritize government data sources for exposure to the community
* Appoint a HackMGM data wrangler to develop and coordinate HackMGM’s open data strategy

## Document and establish the core team and core team responsibilities.

Leadership, as well as followership is key to organizational success Assignment and separation of organizational roles aids in adding structure to HackMGM organization and establishing clear lines of responsibilities among members. HackMGM will:

* Identify, establish and document HackMGM roles and responsibilities
* Identify and assign responsible members to fill the roles within the core team

## Recruit a robust team of professionals that will enable the HackMGM mission.

Diversity in skills amongst our organization and project teams’ aids in accomplishing the HackMGM mission. HackMGM will:

* Develop a master list of HackMGM members, member’s skill sets, and members’ interests in other experience
* Develop and mentor HackMGM members to further mission success and diversify each member’s skills

## Research and establish fundraising methods that will support the HackMGM mission.

Funds are necessary to facilitate mission success. Funds are allocated, but not limited to:

* Securing space for meetups
* Development tools and HackMGM projects
* Morale

HackMGM will:

* Research and identify funding sources
* Develop a strategy for engaging identified funding sources
* Develop a financial plan to support mission needs

## Establish a set suite of tools that the brigade will use to communicate.

Standard tools for communication and collaboration need to be established and enforced to bolster communications across HackMGM functional and cross-functional teams and with the community. Examples are below:

* Collaboration: Slack, Trello, Github
* Communications: Slack, GroupMe, Discourse

## Facilitate, enable, and support other organizations and community initiatives that align with the HackMGM mission.

Partnerships with other organizations and involvement in community initiatives will help spread HackMGM’s name and branding and credibility. It can also serve as a recruiting mechanism of HackMGM. HackMGM will engage and partner with at least 3 local organizations. Below are a few examples.

* Armed Forces Communications and Electronic Association (AFCEA)/Young AFCEANs (YAAC)
* Gunter 5/6 Council
* ConnectMGM
* VillageCoLab
* Montgomery Chamber of Commerce

## Have fun!

Above all else, participation in HackMGM should be a fun and rewarding experience. Contributing members are volunteering their time and resources to aid in the HackMGM mission and aid in making the wonderful city of Montgomery, Alabama the greatest community possible. HackMGM will:

* Host weekly/biweekly/monthly Hack Nights
* Catering/Pizza
* Other morale enabling ideas?

# Lessons Learned

At the beginning of each calendar year, a review will take place in order to measure the success of HackMGM’s strategic plan. Measurement of the strategies for each goal should be quantitative when possible.

## Collaborate with the community to discover and analyze citizen needs.

Metrics:

* Number of completed surveys
* Distribution of surveys across age groups
* Quality of Data collected

## Collaborate with local organizations with like-minded goals.

Metrics:

* Number of identified organizations/identified key members
* Quality of the level of collaboration

## Collaborate with local government on exposing services and data through technology.

Metrics:

* Level of knowledge gained from citizen surveys
* Number of government services identified where data exposure is desired
* Number of successfully exposed government services

## Document and establish the core team and core team responsibilities.

Metrics:

* Number of positions filled
* Quality of responsibilities documented for each role
* Quality of each member’s execution in their assigned role

## Recruit a robust team of professionals that will enable the HackMGM mission.

Metrics:

* Diversity of development skills between members
* Diversity of project team roles (developer, manager, etc.) between members
* Number of hack events held
* Number of mentors identified and engaged

## Research and establish fundraising methods that will support the HackMGM mission.

Metrics:

* Diversity of meetup locations
* Costs associated with each meetup location
* Results of a survey on HackMGM members evaluating his or her level of satisfaction with HackMGM’s strategic plan and efforts thus far
* Number of identified and secured funding sources
* Achievement of or surpassing set monetary levels
* Quality and effectiveness of the financial plan

## Establish a set suite of tools that the brigade will use to communicate.

Metrics:

* Identified and established collaboration and corroboration tools
* Quality of promotion to and enforcement of use
* Quality of information and training on HackMGM’s communications tool suite

## Facilitate, enable, and support other organizations and community initiatives that align with the HackMGM mission.

Metrics:

* Number of engagement with organizations
* Quality of engagement with each organization
* Variance in membership post-engagement with organizations
* Number of partnered projects initiated/completed

## Have fun!

Metrics:

* Results of a survey on HackMGM members evaluating his or her level of satisfaction with HackMGM’s strategic plan and efforts thus far
* Consistency of hosted Hack Nights