

NORTHWEST ARKANSAS EQUALITY, INC.

Organizational Analysis, Impact Assessment, and Strategic Plan

S. Sutton & Associates Inc. developed a 3-Year Programmatic and Operational Strategic Plan for Northwest Arkansas Equality, Inc. a leading organization supporting LGBTQ+ rights. To gain insights before developing the Strategic



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Plan, S. Sutton & Associates Inc. interviewed and surveyed community leaders and stakeholders and conducted an internal evaluation to identify programmatic and operational strengths, opportunities, challenges, and gaps.

Strategic priority recommendations resulted to: secure funding to expand organization capacity and programs, improve service programs and management systems for recipients, establish advocacy activities and create effective communication methods for members, community and service recipients.

The Programmatic and Operational Strategic Plan serves as a framework for operations for the next 3-5 years and includes key logistics, benchmarks, timelines, and indicators of success to ensure sustainable growth.

