

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.

“Our S. Sutton & Associates Inc. Innovation team was self-driven, and willing to dig into the weeds to really understand our needs. We are an all-volunteer board, so our time is at a premium and we couldn't afford much hand-holding with a consulting group, so S. Sutton & Associates Inc. was great in that respect. We were also very impressed by the team's familiarity with the LGBTQ+ space, their well-crafted proposal, willingness to work within our limited budget, and anecdotal success via references.”

— Jamie Leidelmeyer, Board Member at Large, Board of Directors, Northwest Arkansas Equality, Inc.

