



LITTLE PEOPLE OF AMERICA
Empowerment • Awareness • Community

2021 – 2024 Strategic Plan

Developed by the LPA Board of Directors

February 2021

Strategy #1 - Mental Health

Action Plan	Public Description	Responsibility
Develop a defined mental health initiative	<ul style="list-style-type: none"> • Develop comprehensive programming around mental health issues. • Increase awareness of suicide potential. • Address mental health as it relates to drug/alcohol abuse. 	PR Director Advocacy Director
Increase mental health professional resources	<ul style="list-style-type: none"> • Collaborate with MAB to identify psychiatrist(s) for programming (in-person & virtual). • Explore the option of providing social work services through consulting. 	President PR Director
Extend SWAT to provide virtual opportunities	<ul style="list-style-type: none"> • Working with increased mental health professional resources, develop virtual opportunities to extend SWAT services virtually. • Expand SWAT team, specifically looking to add diversity to the SWAT team, to address capacity. 	PR Director President

Strategy #2 - Membership Engagement

Action Plan	Public Description	Responsibility
Conduct comprehensive membership survey	<ul style="list-style-type: none"> • Develop a comprehensive membership survey to better determine members' needs & what is important to the members. • Survey to include information on all areas of accommodations needed by members 	Membership Director President ED
Create a robust LPA mentorship program	<ul style="list-style-type: none"> • Develop a comprehensive mentorship program that would include: <ul style="list-style-type: none"> ○ First-year support and organizational navigation through mentorship for new members. ○ Professional/employment mentorship program to help support members in their professional endeavors. • Explore a volunteer service hour program for LPA teens. 	Membership Director ED Regional Reps
Define the value & cost of membership	<ul style="list-style-type: none"> • Conduct a comprehensive analysis of the membership fee structure, including trial, waived, and lifetime memberships. • Develop a "value of membership" document that illustrates what is included in LPA membership. 	Membership Director ED Finance Director

Strategy #3 - Organizational Structure

Action Plan	Public Description	Responsibility
Review & redefine organizational structure & responsibilities	<ul style="list-style-type: none"> • Bylaw change to add Inclusion Director to Board. • Create Inclusion Committee, overseen by Inclusion Director. Committee made up of a diverse group of LPA members, including but not limited to BIPOC (Black Indigenous People of Color), LGBTQIA+ as well as and multiple dwarfism types spanning from different generations. • Review all volunteer roles and revise responsibilities. • Create an organizational chart of roles/responsibilities of all volunteer leadership positions. • Review and update LPA Policy Manual. 	President ED
Review & adjust mission statement & "tag lines"	<ul style="list-style-type: none"> • Update to align more with the current state of LPA. 	PR Director President
Continue collaboration between Medical Advisory Board (MAB)/LPA	<ul style="list-style-type: none"> • Continue to collaborate with MAB regarding mental health. 	BoD MAB
Restructure financial distribution to better support in-person local and regional events	<ul style="list-style-type: none"> • Address affordability of attending local and regional events. • Increased grant opportunities to support members' attendance at regional events. • Provide additional national staff resources for regional & local events. 	Development Director Regional Reps
Updating officer/volunteer leadership documents/resources	<ul style="list-style-type: none"> • Review & update resources provided under Officers Documents. • Review/revise Officer Handbook to align with current LPA practices and include best practices for inclusion/accessibility at events. • Create Chapter Best Practices section for Officer Handbook focusing on inclusion, access, and local meetings' mission and goals. 	Regional Reps ED

Strategy #4 - Online Presence

Action Plan	Public Description	Responsibility
Website Update	<ul style="list-style-type: none"> • Make LPA website more accessible, conforming to WCAG standards. • Restructure content to highlight important resources for new members. 	ED Advocacy Director

	<ul style="list-style-type: none"> Update photos to be more inclusive. 	PR Director
Increase LPAonline.org Presence	<ul style="list-style-type: none"> Integrate LPA website link into existing common dwarf-related searches and domains. 	President PR Director ED
Create and Publish PSA	<ul style="list-style-type: none"> Positive imaging and messaging promoting dwarf pride, inclusivity, and LPA. 	PR Director President
Enhance LPA Website	<ul style="list-style-type: none"> Phase II of website update simplifying navigation of the site. Update links and content to be more user-friendly. Incorporate video components and more medical information. Increase symmetry to District and Chapter information/pages. 	President ED PR Director
Create a PR Media Toolkit	<ul style="list-style-type: none"> Develop a comprehensive communication strategy. Increase visibility in media. 	PR Director ED
Recognition of Dwarfism Awareness Day	<ul style="list-style-type: none"> Pass federal declaration for October 25th to be Dwarfism Awareness Day. 	Advocacy Director PR Director

Strategy #5 - Programming

Action Plan	Public Description	Responsibility
Increased programming for different demographic groups	<ul style="list-style-type: none"> Prioritize, from local to national, the inclusivity and recognition of new members. Increase conference programming to include intersectional members (those who identify with another demographic beyond dwarfism). Diversify programming for underserved members (inc. OWLS, siblings, different forms of dwarfism, etc.) Coordinate virtual programs to be more inclusive and comprehensive. 	ED President CMC
Create virtual programming plan/calendar of events for full year	<ul style="list-style-type: none"> Create a committee to develop consistent year-round, diverse virtual programming. 	ED President

Integrate virtual component to National Conference	<ul style="list-style-type: none"> • Make available notable in-person conference events virtually to be inclusive of those unable to attend. 	ED President CMC
Implement regular Board video updates	<ul style="list-style-type: none"> • Increase transparency, accessibility, and communication between Board and members through videos and virtual town halls. 	President PR Director BoD

Strategy #6 - Collaboration

Action Plan	Public Description	Responsibility
Collaborate with disability organizations and dwarfism support groups	<ul style="list-style-type: none"> • Increase communication with NDLA and promote disability connections on website. • Outreach to dwarfism support groups (formal and informal) for recognition, support and collaboration. 	Advocacy Director President
Collaboration with non-profits supporting marginalized communities	<ul style="list-style-type: none"> • Form coalitions with other orgs. for outreach and the support of our intersectional members. 	Advocacy Director President

Strategy #7 - International/Global

Action Plan	Public Description	Responsibility
Collaboration with other International LP groups	<ul style="list-style-type: none"> • Greater global outreach to organizations to assist with education, advocacy, and organizational infrastructure. 	President ED
Increase LPA visibility globally	<ul style="list-style-type: none"> • Develop medical and cultural outreach culminating in a possible 2nd International Dwarfism Conference. 	President ED

Strategy #8 - Volunteer Development

Action Plan	Public Description	Responsibility
Volunteer Database Development & appoint volunteer coordinator	<ul style="list-style-type: none"> • Bolster roster and diversity of possible volunteers to implement mission and responsibilities of LPA. • Incorporate a volunteer mentorship program to be a resource for individuals new to volunteering with LPA. 	ED

Strategy #9 - Conference

Action Plan	Public Description	Responsibility
Create a long-term conference strategy	<ul style="list-style-type: none"> • Create a task force to review conference/regional structure options, and create a long-term conference strategy. 	President CMC Regional Reps Programs Director

Strategy #10 - Corporate Sponsorship

Action Plan	Public Description	Responsibility
Increase corporate sponsorship that supports LPA organization	<ul style="list-style-type: none"> • Continue sponsorship development that provides benefits that span year-long, not just for National Conference. • Create sponsorship opportunities to support Mobility & Accessibility Grant program. 	Development Director