

Code for ABQ Brigade Strategic Plan

Jan 1, 2016

Executive Summary

The Code for ABQ leadership team is going to spend 2016 focusing on making the effort required to run hack nights a more reasonable expectation by scaling back to 1 event a month from 3 events a month. Reducing the number of hack nights, will allow leadership and Code for ABQ members to continue cultivating relationships in the community and improve the onboarding process of new members. The group's project focus will be on the Imagine ABQ (#civicengagement), ABQ Stumbler (#safety), and Open Budget (#economicdevelopment) projects. Additionally, Code for ABQ will collaborate with AppCityLife on a City Camp event in March 2016 and will host a National Day of Civic Hacking event on the first weekend of June 2016. These events will help raise awareness about civic technology and Code for ABQ. They will also provide opportunities for strengthening existing relationships and forming new ones.

Team Development

Describe the organization and team.

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| What is your current organizational structure? Who is on your core team? What skills and backgrounds are missing from your core team? | Melo King (Captain) Brad Weikel (Delivery Lead) Zach Grant (Community Organizer) Lizzie Halpin (Storyteller) |
| How will your core team share responsibility? How often will your core team meet? How many hours a week does everyone have to volunteer? How will you make decisions? | https://docs.google.com/document/d/1p3QhdDtV_DPT6M99HlpUi0WezAp6KZA3PLZjOd93-xs/edit (always a work in progress) |

Partners and Members

Describe your partners and members.

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| <p>Who do you want to partner with in 2016?</p> | <p>CABQ, Bernalillo County, AppCityLife, MapTime ABQ, ABQ Web Geeks, Civnet, UNM, Design Thinking ABQ, NMTC?</p> |
| <p>What does your membership look like now and how do you want it to grow in 2016?</p> | <p>2015 Attendance: https://www.codeforamerica.org/brigade/Code-for-ABQ/attendance</p> <p>2015 Meetup Members: 107 http://www.meetup.com/Code-for-ABQ/</p> <p>2015 Demographics: Demographics not currently collected</p> <p>2016 Goals: Improve onboarding process</p> |

Programmatic Focus, Alignment, and Impact

Describe the work your Brigade will do and the impact it will have in your community.

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| <p>What will your Brigade's activities and projects be? What resources will you need to do this work? What will the impact of the work be?</p> | <p>Hack Nights: Once a month</p> <p>Events:</p> <ol style="list-style-type: none"> 1. Collaborate w/ AppCityLife for their City Camp event - March 2016 2. National Day of Civic Hacking - June 2016 <p>Projects:</p> <ol style="list-style-type: none"> 1. ImagineABQ 2. Open Budget ABQ 3. ABQ Stumbler |
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Here is a diagram that can help you identify what projects are in line with Code for America:



WORK IN A BALANCE OF THESE TWO AREAS ...

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| Directly Aligned with CfA force multiplier, all together | Locally Relevant you do you: grassroots | Can't do as a brigade no, we're a non-profit |
| Focus Area Invitations | Local, non focus area issues | Illegal |
| Projects and events that encode 21st Century capabilities | Working to show what is possible | Partisan |
| Collaborative projects with government | Collaborative projects with non-profits | Contrary to CfA values |
| Talent Program Invites | | Antagonistic to government |
| Collaboration with Fellows | | Intentionally non-collaborative |

Financial Model & Fund Development

Use these tools to identify how much your Brigade will need to fundraise in 2016.

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| What are your projected costs for 2016? | see budget here: https://docs.google.com/spreadsheets/d/17f1Ngl1i4bhLSpt5s61tdXZBk3RJxX-p3nUtBcmqdM8/edit#gid=181462592 |
| Are there any other fundraising strategies you'll use that are not tied to projects or events? 1. Crowdfunding? If so, how will you execute? 2. Individual giving campaign? If so, | Planned fundraising tactics: 1. "Donate" button on codeforabq.org 2. Individual giving campaign - email out via Meetup group quarterly? Ideas that our leadership team has been exploring: 1. Seeking out a small grant from New Mexico Tech Council NMTC (~\$500?) 2. Using the City Camp event in March as a way to fundraise for National Day of Civic Hacking 3. Asking for in-kind donations for domain registration, hosting, National Day of Civic Hacking expenses |

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| <p>how will you execute?</p> <p>3. Organizational sponsorship? If so, what / how?</p> | |
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