FY26 Strategic Plan
Kates Community Initiatives ROSC Council
Kates Detective & Security Academy, Inc.
William J. Kates, Executive Director
Erica D. Bledsoe, ROSC Coordinator
Cherone Mayes, ROSC Coordinator Assistant
Lynna Tyler, Financial Coordinator

Kates Community Initiative (KCI) is committed to transforming lives and strengthening neighborhoods through comprehensive, community-rooted recovery support. We empower individuals impacted by substance use, incarceration, and mental health challenges by creating direct pathways to healing, workforce development, and long-term self-sufficiency. Our mission is to disrupt cycles of recidivism and relapse by addressing the social determinants of recovery—including employment, housing stability, peer support, and mental wellness. Through our Recovery-Oriented System of Care (ROSC), KCI focuses its efforts in Burbank, Ashburn, and Auburn Gresham East—communities disproportionately impacted by addiction, overdose, untreated mental illness, and systemic barriers to reentry. By delivering holistic services and cultivating strategic community partnerships, KCI works to restore dignity, expand opportunity, and help individuals reclaim purpose and stability in their lives.

Kates Community Initiative envisions thriving, resilient communities where individuals impacted by substance use, incarceration, and mental health challenges are supported, empowered, and given equitable access to recovery, opportunity, and lasting stability.

SWOT Analysis: Communicating Across Age Groups (18+)

💪 **Strengths**

- **Diverse perspectives**: Engaging multiple age groups brings a wide range of experiences, values, and viewpoints that enrich discussions.
- **Peer learning**: Younger participants benefit from older adults lived experiences, while older adults gain fresh insights from younger generations.
- **Shared community identity**: Despite age differences, participants often share common goals of self-improvement, recovery, and healthier lifestyles.
- **Adaptability of trainers**: Skilled facilitators at Kates Community Initiatives ROSC Council can tailor communication styles to resonate with different age groups simultaneously.

⚠️ **Weaknesses**

- **Generational communication gaps**: Language, slang, or references may resonate with one age group but alienate another.
- **Different priorities**: Younger adults may focus on career or independence, while older adults may prioritize health or family stability.
- **Resistance to change**: Some age groups may be less open to lifestyle changes, especially if habits are deeply ingrained.

- **Time and attention span**: Younger participants may prefer fast-paced, interactive sessions, while older participants may need slower, reflective approaches.

🏆 Opportunities

- **Age-tailored lifestyle strategies**: Trainers can present lifestyle changes in ways that align with age-specific needs (e.g., financial literacy for younger adults, health management for older adults).
- **Intergenerational support networks**: Encouraging mentorship between age groups fosters accountability and stronger community bonds.
- **Cultural acceptance of diversity**: Normalizing different lifestyle choices across ages helps reduce stigma and promotes inclusivity.
- **Personal growth pathways**: Each age group can discover unique opportunities for self-development, making the program more impactful overall.
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🚨 Threats

- **Withdrawal from communication**: If individuals reject engagement, they risk isolation from supportive networks.
- **Missed opportunities for growth**: Refusal to participate may prevent individuals from learning essential life skills that could improve their recovery or lifestyle.
- **Generational divides**: Lack of communication can reinforce stereotypes or misunderstandings between age groups.
- **Reduced program effectiveness**: Trainers' efforts may be undermined if participants disengage, limiting the overall success of Kates Community Initiatives ROSC Council.

📊 Three-Year Communication Strategy Plan

Focus: Life skills and lifestyle changes across age groups (18–30, 31–50, 51+)

Year 1: Foundation & Engagement

- **Audience segmentation**: Create tailored communication tracks for 18–30 (career/education focus), 31–50 (family/financial stability), and 51+ (health/retirement planning).
- **Baseline assessment**: Conduct surveys and focus groups to understand generational needs, preferred communication styles (digital vs. in-person), and barriers.
- **Training workshops**: Launch introductory sessions on lifestyle changes (nutrition, budgeting, stress management) with age-specific examples.
- **Digital presence**: Develop online platforms (social media, newsletters, webinars) to reach younger audiences while maintaining community meetings for older groups.
- **Trust-building**: Establish consistent ROSC Council presence and open dialogue to reduce resistance across age groups.

Year 2: Integration & Mentorship

- **Cross-generational mentorship**: Pair younger participants with older mentors to exchange skills (e.g., tech literacy vs. life experience).
- **Lifestyle change campaigns**: Run themed campaigns (healthy living, financial literacy, emotional resilience) with age-tailored messaging.
- **Skill-building programs**: Offer workshops on practical life skills (job readiness for 18–30, parenting/financial planning for 31–50, healthy aging for 51+).
- **Feedback loops**: Collect ongoing feedback through surveys, community forums, and digital polls to refine communication methods.
- **Community storytelling**: Share success stories across age groups to normalize lifestyle changes and inspire participation.

Year 3: Sustainability & Expansion

- **Advanced communication channels**: Introduce podcasts, video series, and interactive apps to sustain engagement across generations.
- **Leadership development**: Train participants from each age group to become peer-facilitators, ensuring sustainability beyond trainers.
- **Policy advocacy**: Use collective voices from all age groups to influence local policies on health, education, and community support.
- **Evaluation & scaling**: Measure impact (participation rates, lifestyle changes adopted, satisfaction levels) and expand successful programs to new communities.
- **Resilience planning**: Prepare strategies to address disengagement threats (e.g., offering flexible participation options, personalized coaching).

📌 **Key Principles Throughout the 3 Years**

- **Inclusivity**: Ensure all age groups feel represented and valued.
- **Flexibility**: Adapt communication styles (digital, face-to-face, hybrid).
- **Empowerment**: Encourage participants to take ownership of lifestyle changes.
- **Transparency**: Share progress openly to build trust and accountability.

Summary

This plan ensures that communication evolves from **foundation building (Year 1)** to **integration (Year 2)** and finally to **sustainability (Year 3)**, aligning with the mission of Kates Community Initiatives ROSC Council.

- **Year 1 (Foundation & Engagement)**: Focuses on building trust, segmenting audiences, and establishing digital + in-person communication.
- **Year 2 (Integration & Mentorship)**: Emphasizes mentorship, lifestyle campaigns, and feedback loops to strengthen cross-generational ties.

- **Year 3 (Sustainability & Expansion)**: Moves toward advanced communication channels, leadership development, and policy advocacy for long-term impact.

Each year has clear key performance indicator (KPI) metrics with example targets so Kates Community Initiatives ROSC Council can measure success:

Year 1: Foundation & Engagement
- **Participation rates**: % of target population involved in programs
- **Baseline survey completion**: Number/percentage completing initial assessments
- **Workshop attendance**: Attendance rate at training sessions
- **Digital engagement**: Social media interactions, and YouTube
- **Trust-building indicators**: Average feedback scores on communication

Year 2: Integration & Mentorship
- **Mentorship pairs formed**: Total active mentor-mentee relationships
- **Campaign participation rates**: % engaged in lifestyle change campaigns
- **Skill-building program completion**: Number completing workshops/programs
- **Feedback loop responses**: Responses to surveys and forums
- **Community storytelling contributions**: Success stories shared

Year 3: Sustainability & Expansion
- **Advanced channel usage**: Podcast listens, app downloads, video views
- **Peer facilitators trained**: Number of participants trained to lead
- **Policy advocacy actions taken**: Community-led proposals or initiatives
- **Evaluation metrics**: Impact reports, satisfaction scores
- **Resilience planning outcomes**: Retention rates, re-engagement success

Foundation & Engagement

Integration & Mentorship

Sustainability & Expansion