

**BOARD PLANNING SESSION**  
**TEXAS STATE AFFORDABLE HOUSING CORPORATION**  
To be held at the offices of  
**Texas State Affordable Housing Corporation**  
**2200 East Martin Luther King Jr. Blvd**  
**Austin, Texas 78702**  
**January 12, 2012 at 12:30pm**

**CALL TO ORDER, ROLL CALL**  
**CERTIFICATION OF QUORUM**

**Bob Jones**  
**Chair**

The Board of Directors of Texas State Affordable Housing Corporation will meet to discuss the following:

**PUBLIC COMMENT**

**ITEMS IN OPEN MEETING:**

Tab 1                    Presentation and Discussion of Updates to Texas State Affordable Housing Corporation's 2010-2013 Strategic Plan.

**CLOSED MEETING**

Consultation with legal counsel on legal matters – Texas Government Code § 551.071  
Deliberation regarding purchase, exchange, lease, or value of real property – Texas Government Code § 551.072  
Deliberation regarding prospective gift or donation to the state or Texas State Affordable Housing Corporation – Texas Government Code § 551.073  
Personnel Matters – Texas Government Code § 551.074  
Implementation of security personnel or devices – Texas Government Code § 551.076  
Other matters authorized under the Texas Government Code

**OPEN MEETING**

Action in Open Meeting on Items Discussed in Closed Meeting

**ADJOURN**

*Individuals who require auxiliary aids or services for this meeting should contact Laura Ross, ADA Responsible Employee, at 512-477-3560 or Relay Texas at 1-800-735-2989 at least two days before the meeting so that the appropriate arrangements can be made.*

*Texas State Affordable Housing Corporation reserves the right to recess this meeting (without adjourning) and convene at a later stated time, if and to the extent allowed by law. If Texas State Affordable Housing Corporation adjourns this meeting and reconvenes at a later time, the later meeting will be held in the same location as this meeting. Texas State Affordable Housing Corporation also reserves the right to proceed into a closed meeting during the meeting in accordance with the Open Meetings Act, Chapter 551 of the Texas Government Code. If permitted by the Open Meetings Act, Chapter 551 of the Texas Government Code, any item on this Agenda to be discussed in open meeting may also be discussed by the Board (and any other authorized persons) in closed meeting.*

# 2010 – 2013 Strategic Plan Update

January 12, 2012

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# Background

- § In early 2010, TSAHC staff and Board members developed a strategic plan to guide the Corporation through 2013.
- § The strategic plan was based on TSAHC's mission, vision and "hedgehog" statement\*:

*"We leverage innovative partnerships and financial resources to improve housing opportunities for underserved families and communities."*

- § We identified four main goals, each with specific strategies and metrics
  1. Improve housing opportunities for families and communities with limited housing choices.
  2. Better align Board, staff, and technological resources to more efficiently achieve key program goals.
  3. Ensure the Corporation's sustainability through increasing program and contributed revenue.
  4. Raise awareness of the housing opportunities made possible by the Corporation.

\* From Jim Collins' book Good to Great, a hedgehog statement sets forth clearly how an organization can produce the greatest positive impact and best long-term results.

## Objective for today's session

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- § In 2010 we committed to revisit, re-evaluate and modify the plan at least biennially.
- § Staff will cover each goal and strategy, including:
  - Progress made to date
  - Recommended changes to the goals and strategies, if any
  - Future plans for meeting the goals
- § We are seeking dialogue with Board members about the strategic plan. Your questions, suggestions and requests are welcome.

# Goal 1: Improve housing opportunities for families and communities with limited housing choices.

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- Increase opportunities for non-metro/rural families and communities
- Establish innovative partnerships and re-evaluate current relationships
- Increase opportunities for individuals with a disability
- Strengthen oversight, compliance, and support of programs

## Goal 2: Better align Board, staff, and technological resources to more efficiently achieve key program goals.

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- Increase Board utilization
- Evaluate and consider professional, building and IT services
- Improve internal communication
- Re-evaluate staff and resources to more efficiently achieve key organizational goals

## Goal 3: Ensure the Corporation's sustainability through increasing program and contributed revenue.

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- Identify and evaluate current/potential revenue streams
- Balance impact versus revenue for current and potential programs
- Develop coordinated fundraising strategy for the Corporation

## Goal 4: Raise awareness of the housing opportunities made possible by the Corporation.

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- Track program performance measures
- Continue and increase communication to target consumers
- Continue and increase communication with legislators and other groups