DRAFT

STRATEGIC PLAN

2023-2028

SaveCoconut Foundation, Inc.

4th Floor, PCA Building
Elliptical Road, Diliman, Quezon City

Table of Contents

Plan Authorization

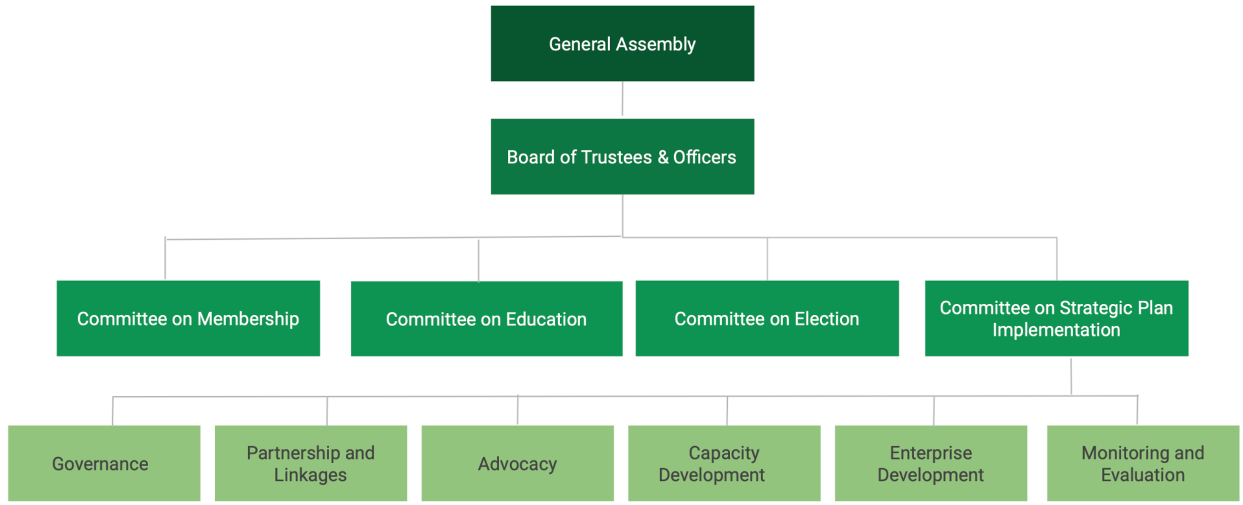
I. About SCFI

The SaveCoconut Foundation Inc. is an organization formed by recipients of the PFEM-COCOFED Scholarship. The Foundation was duly registered with the Securities and Exchange Commission on November 25, 2013.

The Foundation's purpose includes the following:

- To contribute in the protection, development, and promotion of the coconut industry and its stakeholders to help make the Philippines the leading coconut producer through various activities such as, but not limited to, creating a value-added chain in the coconut industry from production, processing, marketing and distribution, and the development of a pool of resources that will support and sustain the logistics chain in the coconut industry;
- To conduct livelihood training activities, non-formal education projects, scholarship assistance, research and technology development and transfer, integration and consolidation of related industry data and information dissemination to stakeholders;
- To provide and accept grants, contributions, donations and other forms of assistance/financial aid, technical or in kind for the maintenance of the foundation and in the attainment of its purposes; and
- To do such other things as are necessary for the accomplishment of its objectives.

II. Organizational Structure



The SCFI is structured with the General Assembly as its pivotal and highest decision-making body. The Board of Trustees, Officers, and several committees, each playing a vital role in governance, strategic direction, and operational oversight.

III. **Board of Trustees and Officers**: The Board of Trustees serves as the governing body responsible for setting the organization's mission, vision, and overall strategic direction. Comprised of distinguished individuals with diverse expertise and backgrounds, the board provides leadership, guidance, and oversight to ensure the organization's effectiveness and long-term sustainability.

The Officers are composed of the following positions:

- President
- Vice President for Luzon
- Vice President for Visayas
- Vice President for Mindanao
- Vice President for NCR
- Vice President for International
- Secretary
- Treasurer
- Auditor
- PRO

IV. Vision

A strong and dynamic partner for the coconut industry towards peace, prosperity, and abundance.

V. Mission

To empower coconut farmers to become self-reliant and active agents of economic and social transformation.

VI. Core Values

Service Oriented
Accountable
Visionary
Entrepreneurial

Committed
Objective
Compassionate
Optimistic
Nurturing
United
Trustworthy and Transformational

VII. SWOT Analysis

Strengths

These strengths provide the organization with a solid foundation for achieving its goals, fostering innovation, building partnerships, and making a positive difference in the communities it serves. By leveraging these strengths effectively, the organization can capitalize on opportunities, overcome challenges, and create sustainable value for its members and stakeholders.

1. **Diversified and Available Technical Knowledge and Expertise**: The organization benefits from a diverse pool of technical knowledge and expertise among its members. This diversity may encompass various fields such as agriculture, engineering, finance, law, marketing, and more. Having a broad range of expertise allows the organization to tackle complex challenges from multiple angles and develop innovative solutions.
2. **Business Experience**: Many members bring valuable business experience to the organization. This experience may include entrepreneurship, management, operations, finance, and strategic planning. Leveraging this collective business acumen, the organization can make informed decisions, manage resources effectively, and pursue sustainable growth and development.
3. **Social Capital (Local and Global Network)**: The organization possesses significant social capital derived from its extensive networks, both locally and globally. These networks may include connections with other organizations, government agencies, industry leaders, community groups, and individuals. This social capital provides access to resources, opportunities, information, and support, which can be invaluable for advancing the organization's mission and objectives.
4. **Partnership with PCA (Philippine Coconut Authority)**: Collaborating with the Philippine Coconut Authority (PCA) represents a significant strength for the organization. The PCA is a government agency responsible for the development of the coconut industry, and its partnership provides access to resources, expertise, and support from a key stakeholder in the coconut sector. This partnership enhances the organization's credibility, visibility, and capacity to effect positive change within the industry.
5. **Highly Capable and Competent BOT Officers and Members**: The organization is fortunate to have highly capable and competent Board of Trustees (BOT) officers and members. These individuals bring leadership, strategic thinking, integrity, and dedication to their roles, driving the organization forward with professionalism and effectiveness. Their collective expertise and commitment contribute to sound governance, decision-making, and organizational success.
6. **Retired Members with Time, Talent, and Treasure to Share**: Many members of the organization are retired professionals who have more time, talent, and treasure to contribute. Their retirement status allows them the flexibility to dedicate themselves more fully to the organization's activities, initiatives, and projects. These members often bring a wealth of experience, skills, and resources acquired throughout their careers, enriching the organization's capacity and impact.

Weaknesses

1. **Aging Members**: The organization faces a weakness in its demographic makeup due to the aging profile of its members. As members age, there may be concerns regarding succession planning, continuity, and the ability to attract younger individuals to join and sustain the organization. Additionally, aging members may have limited availability or capacity to actively participate in the organization's activities, potentially leading to a decline in engagement and productivity over time.
2. **Financial Constraint**: The organization experiences a weakness in financial resources, which can hinder its ability to fund programs, initiatives, and operations effectively. Financial constraints may limit the organization's capacity to implement its program and projects and invest in essential resources, such as staff, office equipment, and fund operational expenses, among others thereby impeding its growth, sustainability, and impact. Moreover, reliance on limited funding sources may leave the organization vulnerable to financial instability and difficulty in responding to emerging needs or opportunities.
3. **Lack of Physical Resources**: Another weakness is the absence of physical resources, such as office space, equipment, and facilities. Without adequate physical infrastructure, the organization may face challenges in conducting meetings, events, and other activities, as well as in providing legitimacy to its existence and essential support services to its members and stakeholders. This limitation may hinder operational efficiency, collaboration, and the overall effectiveness of the organization.
4. **Uncertainties on Member Availability**: There is uncertainty surrounding the availability of members to actively participate in the organization's activities. Fluctuations in member engagement due to personal commitments, professional obligations, or other factors may pose challenges in maintaining consistent participation and momentum within the organization. This uncertainty can impact planning, resource allocation, and the execution of programs and initiatives.
5. **Disconnected COCOFED Scholars with SCFI**: Many COCOFED scholars are not connected with the organization, representing a weakness in engagement and outreach efforts. Failure to effectively engage this group of potential stakeholders limits the organization's ability to leverage its expertise, enthusiasm, and networks to advance its mission and objectives. Strengthening connections with COCOFED scholars is essential to fostering collaboration, knowledge exchange, and the development of future leaders within the organization.

6. **Lack of Program Operation Management System**: The absence of a program operation management system poses a weakness in the organization's ability to efficiently plan, implement, monitor, and evaluate its programs and initiatives. Without a structured system in place, there may be inefficiencies, duplication of efforts, and difficulty in tracking progress, outcomes, and impact. This limitation can hinder the organization's ability to demonstrate accountability, learn from experiences, and continuously improve its program delivery processes.

Addressing these weaknesses will require strategic planning, resource allocation, and proactive measures to strengthen organizational capacity, enhance member engagement, and improve operational effectiveness. By acknowledging and addressing these areas of weakness, the organization can position itself for greater resilience, sustainability, and success in achieving its mission and goals.

Opportunities

1. **Republic Act 11524 (Coconut Farmers and Industry Trust Fund Act)**: The passing of Republic Act 11524 presents a significant opportunity for the organization to leverage government support and resources aimed at the development of the coconut industry. This legislation establishes the Coconut Farmers and Industry Trust Fund, which aims to allocate funds for the benefit of coconut farmers, including programs for farm productivity, diversification, and empowerment. By aligning with the objectives of this law, the organization can access funding opportunities, technical assistance, and partnerships to enhance its initiatives and amplify its impact on coconut farming communities.
2. **Potential Implementation Partners**: There are opportunities for the organization to collaborate with a diverse range of implementation partners to expand its reach and effectiveness. These partners may include government agencies, non-governmental organizations (NGOs), research institutions, academic institutions, private companies, and community-based organizations. By forging strategic partnerships, the organization can leverage complementary strengths, resources, and expertise to co-create and implement innovative solutions for the benefit of coconut farmers and the industry as a whole.
3. **Untapped Local and Global Market for Coconut**: There is a vast, untapped market potential for coconut products both locally and globally. With increasing consumer demand for natural, sustainable, and healthy products, there is an opportunity for the organization to capitalize on the diverse uses and applications of coconut and its by-products. By promoting value-added products, exploring niche markets, and enhancing marketing and distribution channels, the

organization can unlock new opportunities for coconut farmers to access lucrative markets and generate sustainable income streams.

4. **Internet/Social Media Age**: The advent of the internet and social media presents an unprecedented opportunity for the organization to enhance its communication, outreach, and engagement efforts. Through digital platforms, the organization can amplify its advocacy, raise awareness about coconut farming issues, and mobilize support for its initiatives among a wider audience. Additionally, social media provides a powerful tool for networking, knowledge sharing, and community building, enabling the organization to connect with stakeholders, share success stories, and catalyze collective action for the advancement of the coconut industry.

By capitalizing on these opportunities, the organization can strengthen its position, expand its impact, and contribute to the sustainable development of coconut farming communities. Through strategic partnerships, innovative approaches, and leveraging digital technologies, the organization can harness the momentum created by Republic Act 11524, tap into new markets, and navigate the opportunities presented by the internet and social media age to drive positive change and transformation within the coconut industry.

Threats

Table: SWOT Analysis

Strengths	**Opportunities**
• Diversified and available technical knowledge and expertise • Business experience • Social capital (Local and Global Network) • Partnership with PCA • Competent BOT Officers and Members • Many members are retired and have more time, talent, and treasure to share	• Republic Act 11524 • Potential implementation partners • An untapped local and global market for coconut • Internet /Social Media age

Weaknesses	Threats
• Aging members • Financial constraint • No physical resources • Uncertainties on the availability of members • Many COCOFED scholars are not connected with SCFI • No program operation management system	• Lack of continuity in PCA • Too much politics • Many conflicting laws

VIII. Strategic Components and Implementation Plan

1. Governance

The following strategies collectively aim to enhance SCFI's organizational structure, financial stability, operational efficiency, and human resource capabilities, positioning it for long-term growth and impact.

1. **Organizational Structure Management:**
    - **Objective:** Strengthen SCFI to become more responsive and proactive.
    - **Strategies:**
        - Conduct planning workshops and capacity-building activities.
        - Align the structure with the Constitution and By-Laws (CBL) and Key Result Areas (KRAs).
        - Form committees, assess the feasibility of SCFI chapters, prepare an Operations Manual, ensure legal compliance, hold annual assemblies, and seek accreditation with DA and other agencies.
2. **Financial Management:**
    - **Objective:** Achieve financial stability and compliance.
    - **Strategies:**
        - Expand revenue sources (membership fees, donations, sponsorships).
        - Identify funding for programs, estimate project costs, and implement cost recovery through collaborative projects.
        - Ensure transparency via internal and external audits, prepare financial reports, and

explore cost-sharing with PCA and other partners.

3. **Physical Resources Development:**
   - **Objective:** Ensure operational efficiency.
   - **Strategies:**
     - Outsource or lease resources, provide office furnishings and communication facilities, and assess the need for regional/chapter offices.
4. **Human Resource Management:**
   - **Objective:** Develop human resources to support SCFI.
   - **Strategies:**
     - Organize training, seminars, and recruitment.
     - Create a directory of COCOFED scholars for SCFI work.
     - Hire necessary staff, provide competitive compensation, and conduct capacity-building for the Board of Trustees (BOT), officers, and staff.

Table 1: Governance

Program/Focal Development Area	Intermediate Objectives	Strategies
a. **Organizational Structure Mgt. (Development)**	To strengthen SCF to become a more responsive and proactive foundation	Conduct planning workshops and capacity building activities
1. Align the SCFI structure to the CBL and proposed KRAs, including the creation of various Committees		
2. Assess the feasibility of SCFI Chapters on various geographical scales		
3. Prepare an Operations Manual		
4. Ensure compliance with legal requirements		
5. Holding of Regular Annual Assembly Meetings		
6. Accreditation of SCFI with DA		

and other agencies as an agricultural foundation		
b. Financial Management	To be a financially stable and compliant foundation	Conduct planning workshops and capacity-building activities
1. Resource Generation		
Expand the sources of revenue for the foundation, including membership fees, annual dues, donations, corporate sponsorships, and philanthropists.		
Identify funding sources for programs and projects; prepare and submit proposals		
Estimate the overhead cost of implementing projects		
Cost recovery for collaborative projects through the SCMP		
2. Internal and External Audit; prepare FRs and other reports		
3. Accessibility of financial and other reports for transparency		
4. Explore cost-sharing arrangements with PCA and partner organizations		
c. Physical Resources/ Development	To ensure operational efficiency to support SCFI activities and projects	Outsourcing, leasing, subleasing
1. Furnish office furniture and fixtures, and communication facilities		

2. Assess the need for regional/chapter officers		
d. Human Resource/People Management	To identify human resources to support the objectives of SCFI	Trainings, seminars, procurements, and recruitment
1. Directory of COCOFED scholars specifying their expertise and whereabouts, and availability for SCFI work		
2. SCFI Operations staff		
3. Identify the required office staff based on the needs and resources of the foundation, and immediately hire staff for the PCA office		
4. Compensation and benefits package		
5. Capacity building for BOT, officers, and staff		

2. Partnership and Linkages

Partnerships and linkages play a crucial role in enhancing program effectiveness, fostering collaboration, and mobilizing resources. The key objectives and strategies along several thematic areas for developing strong partnerships are as follows:

1. Consultations, Congresses, and FGDs:
    - Objective: Ensure coordinated implementation of programs.
    - Strategies: Undertake initial activities to identify key aspects of partnerships, hold yearly consultations with partners, and foster strategic alliances. Regular consultations help align goals and establish a roadmap for effective collaboration.
2. PCA – Carbon Credit and Carbon Net Zero by 2050:
    - Objective: Achieve carbon net zero by 2050.
    - Strategies: Partner with the Philippine Coconut Authority (PCA) to develop carbon credit initiatives. Form a Technical Working Group (TWG) for carbon-related projects, and use mobile

apps and mapping technology for monitoring and implementation.

3. Scholarship Program:
   - Objective: Develop responsible, God-fearing scholars as members of SCFI with a holistic approach to personal and professional growth.
   - Strategies: Coordinate and provide counseling for scholars to ensure well-rounded development, instilling values, and equipping them with skills for future leadership roles in SCFI.
4. Learning Site for Agriculture (LSA):
   - Objective: Develop capable farmers through accredited training programs.
   - Strategies: Partner with the Agricultural Training Institute (ATI) for accreditation and develop training modules for farmer education. Train trainers to disseminate knowledge and skills, with ATI and other agencies providing necessary assistance.
5. Hybridization for Increased Yield and Quality:
   - Objective: Improve agricultural productivity and quality.
   - Strategies: Establish linkages with local government units (LGUs) and other key players in coconut hybridization projects (CHP). Monitor and evaluate project progress, aiming for replication and scaling up successful initiatives.
6. Loan Facilitation and Farmers' Income Upliftment:
   - Objective: Improve farmers' incomes and financial stability.
   - Strategies: Assist farmers in accessing loans from Land Bank of the Philippines (LBP) and Development Bank of the Philippines (DBP). Facilitate the packaging and application of funds to establish farmers' financial bankability, ensuring long-term sustainability in their ventures.

These strategies demonstrate a commitment to fostering meaningful partnerships that drive innovation, enhance capacity, and improve livelihoods. Through coordinated efforts, SCFI ensures long-term success and resilience for its stakeholders.

Table 1: Partnership and Linkages

Program/Focal Development Area	Intermediate Objectives	Strategies
1. Consultations, congress, FGDs	**Coordinated implementation** Undertake start-up activities to identify strategic aspects of partnership and linkages	Yearly consultation with partners
2. PCA – Carbon credit	**Carbon net zero by 2050** TWG for carbon Mobile app and mapping	Program monitoring

3. Scholarship	**Responsible God-fearing scholars as members of SCFI** Coordination and counseling	Scholars with holistic development
4. Learning Site for Agriculture (LSA)	**Capable farmers** Accreditation by ATI -module development -trainers training	Assistance of ATI and other agencies
5. Hybridization	**Increased yield and quality** Linkages with LGUs and other big players in CHP	Monitoring, evaluation, replication, scaling up
6. Assist farmers in accessing loans (LBP, DBP)	**Farmers uplifted income** Facilitate farmers in availing and packaging the needed funds	Establish farmers bankability

3. Advocacy

The Advocacy component outlined a program in the table below that addresses key focal areas within the National Coconut Farmers Registry System (NCFRS) and the Coconut Farmers and Industry Development Program (CFIDP). By focusing on intermediate objectives and employing strategic initiatives, the program seeks to enhance the livelihoods of coconut farmers and promote the sustainable development of the coconut industry.

Enrolling coconut farmers into the NCFRS, as a bridge to access CFIDP services, is a fundamental objective. The program establishes a foundation for targeted interventions and support mechanisms by identifying and registering coconut farmers. Additionally, the program emphasizes increasing access to CFIDP programs and services for enrolled farmers, ensuring they benefit directly from the initiatives designed to uplift their livelihoods.

One of the strategic approaches involves leveraging existing networks, such as the COCOFED Scholars network, to promote the NCFRS enrollment process and educate farmers about the benefits of CFIDP. By disseminating information through established channels, the program aims to increase awareness among coconut farmers, processors, and other stakeholders regarding the multiple uses of coconut and its by-products.

Furthermore, this component also aims to stimulate demand for coconut products through marketing initiatives and the promotion of fair competition within the industry. By showcasing innovative coconut enterprises and facilitating the marketing of coconut products, the program aims to expand market opportunities and reduce dependency on traditional commodities like copra.

Cooperative farming is also encouraged as a means to empower small farmers and strengthen their bargaining power collectively. By promoting the formation of cooperatives, the program fosters collaboration and enables farmers to negotiate better prices for their produce.

In terms of innovation, entrepreneurship, and technology adoption, the program seeks to drive progress within the coconut value chain. Initiatives such as supporting entrepreneurs and startups, exploring alternative coconut products, and advocating for the adoption of modern farming techniques aim to enhance productivity, promote diversification, and ensure the long-term sustainability of the coconut industry.

Overall, the program strategy outlined in the table underscores a comprehensive approach to advancing the interests of coconut farmers and fostering the growth and resilience of the coconut industry. Through targeted interventions and strategic initiatives, the program aims to create positive socio-economic impacts and contribute to the sustainable development of coconut farming communities.

Table 3: Advocacy

Program/Focal Development Area	Intermediate Objectives	Strategies
1. NCFRS & CFIDP, specifically: ● National Coconut Farmers Registry System (NCFRS) Enrollment of coconut farmers (defined by CFIDP) ● CFID Program Components that directly benefit the coconut farmers	Increase access of coconut farmers to CFIDP Programs and services	Promote the National Coconut Farmers Registry System (NCFRS) Enrollment and the benefits of CFIDP through the COCOFED Scholars network
2. Multiple uses of coconut, coconut products, and by-products	Increase awareness of coconut farmers, processors, other coconut value chain stakeholders, and the public in general on the multiple uses of coconut, coconut products, and by-products Increased consumption of coconut products	Disseminate information on multiple uses of coconut utilizing existing promotion and marketing collaterals of PCA and CFIDP implementing agencies through the SCFI social media platforms and website, and online forum Showcase innovative coconut enterprises

3. Marketing of coconut products	Break the monopoly and price manipulation through the promotion of fair competition	Promote the creation of new markets for coco products or coco-based products in strategic locations Promote Cooperative Farming by encouraging the formation of cooperatives among small farmers to negotiate prices and increase bargaining power collectively **Promote Innovation:** ● Encourage Entrepreneurship: Support entrepreneurs and startups in the coconut value chain by facilitating funding and mentorship. ● Alternative Products: Explore and promote non-traditional coconut products to reduce dependency on a single commodity, e.g., copra. ● Technology Adoption: Encourage the adoption of modern farming techniques and technologies to improve productivity.

To implement this component, Advocacy and Communication Implementation is defined in Item XII entitled Communication Plan.

4. Capacity Building

Summary of Capacity Building Plan

1. Shared Processing Facility for Existing Cooperatives:
    - Objective: Enhance the financial management of cooperatives handling shared service facilities.
    - Strategies:
        - Offer training on financial management for cooperatives.
        - Assist in preparing project proposals.
        - Coordinate with PHilMech for support in establishing shared processing facilities.

- Promote membership advocacy for non-members to join cooperatives.

2. Organization of Cooperatives:
   - Objective: Strengthen and expand cooperatives.
   - Strategies:
     - Encourage individuals to join existing cooperatives in their areas.
     - Coordinate with the Cooperative Development Authority (CDA) for organizing and structuring cooperatives.
     - Empower young coconut farmers by providing training through coordination with the Agricultural Training Institute (ATI).

Table 4: Capacity Building

Program/Focal Development Area	Intermediate Objectives	Strategies
1. For existing cooperatives to establish shared processing facilities	Improved financial management of cooperatives managing shared service facilities • Provide training on the financial management of the cooperative, etc. • Assist in the preparation of the project proposal	Coordinate with PHilMech
2. Organize cooperative	Advocacy for non-members to join cooperatives Organization of cooperatives Encourage them to join cooperatives in their areas	Coordinate with CDA
3. Capacitation for the young coconut farmers		Coordinate with ATI

5. Enterprise Development

(Brief Discussion % Workshop group)

Program Development Areas	Intermediate/Short-term objectives	Strategies
Market study/feasibility study	**FS prepared and submitted to funding** Pre-assessment, benchmarking, and validation of existing FS at the plans conducted	
Technology adoption/matching	**Identify technologies that will answer the market needs** Pre-assessment, benchmarking, and validation of existing technologies conducted -technical events	
Establishment of coconut processing enterprises for specific coconut products (VCO, oils, etc)	-fund sourcing -qualified cooperative -establish processing facility enterprise	
Coaching/mentoring	Continued technical support	

6. Monitoring and Evaluation (M&E)

(Brief Discussion % Workshop group)

Program/Focal Development Area	Intermediate Objectives	Strategies
1. Design monitoring and evaluation system	Q1 2024 = done	Prepare M&E project proposal for PCA funding (Q4 2023 done)
2. Gather baseline information on the plans and programs of the 13 NGAs	100% end of 2024	
3. Conduct annual M&E of program implementation and fund utilization	Q4 2024 (start) to 2027	
4. M&E results from public forum/dissemination	Q2 2025	Publication of M&E result
5. Assessment of M&E System		

IX. Communication Plan

1. Advocacy Component Communication Plan

Program Areas/Plan	National Coconut Farmers Registry System (NCFRS)	Coconut Farmers Industry Development Program (CFIDP)	Multiple uses of coconut, coconut products, and by-products	Marketing of Coconut Products
A. Objectives	Create awareness about NCFRS	Create awareness about CFIDP	Create awareness of the multiple uses of the coconut	Create awareness of coconut marketing and fair competition
B. Target Audience	Cocofed Scholars; Cocofed Scholars' family and relatives and their network	Cocofed Scholars; Cocofed Scholars' family and relatives and their network	Cocofed Scholars; Cocofed Scholars' family and relatives and their network	Cocofed Scholars; Cocofed scholars' family and relatives and their network
		Public, Cocofarmers, CocoValue Chain players	Public, Coconut farmers, Coconut Value Chain players	Public, Cocofarmers, CocoValue Chain players
C. Key Messages	Benefits of enrolling in the NCFRS	About CFID and its benefits, How to access projects and services	Various opportunities from Coconut	Marketing Dynamics of Coconut & Fair Competition
D. Communication Channel	Social Media Platforms (SCFI FB Page, Cocofed Scholars FB groups	Social Media Platforms (SCFI FB Page, Cocofed Scholars FB groups	Social Media Platforms (SCFI FB Page, Cocofed Scholars FB groups	Social Media Platforms (SCFI FB Page, Cocofed Scholars FB groups
	SCFi Website	SCFi Website	SCFi Website	SCFi Website
	Online Forum	Online Forum	Online Forum	Online Forum
	Community Events	Community Events	Community Events	Community Events
E. Timeline	Once a Month	Once a Month	Once a week	Once a month
F. Content Creation	Utilize PCA materials: NCRFS Enrollment Form	Utilize promotional materials of CFIDP implementing agencies	Utilize materials of PCA and other local and international organizations	Utilize materials of PCA and other local and international organizations
G. Partnerships	Collaborate with PCA for	Collaborate with CFIDP	Collaborate with local	Collaborate with local

	mutual promotion.	implementing organizations for mutual promotion.	businesses, influencers, and organizations for mutual promotion.	businesses, influencers, and organizations for mutual promotion.
H. Feedback Mechanism	Utilize the SCFI FB page for feedback	Utilize the SCFI FB page for feedback	Utilize the SCFI FB page for feedback	Utilize the SCFI FB page for feedback
I. Monitoring and Evaluation	Tracking of Enrollment Form Dissemination and Submission	Social Media engagements; participation in online forums and community events	Social Media engagements; participation in online forums and community events	Social Media engagements; participation in online forums and community events

X. Review and Update

This Strategic Plan will be reviewed annually to ensure that the plans continue to be in line with the SCFI’s goals, objectives, and external environment.