

# RRHA Strategic Plan

Richmond Redevelopment & Housing Authority

STATE

VOLUME: 1 ISSUE: 4

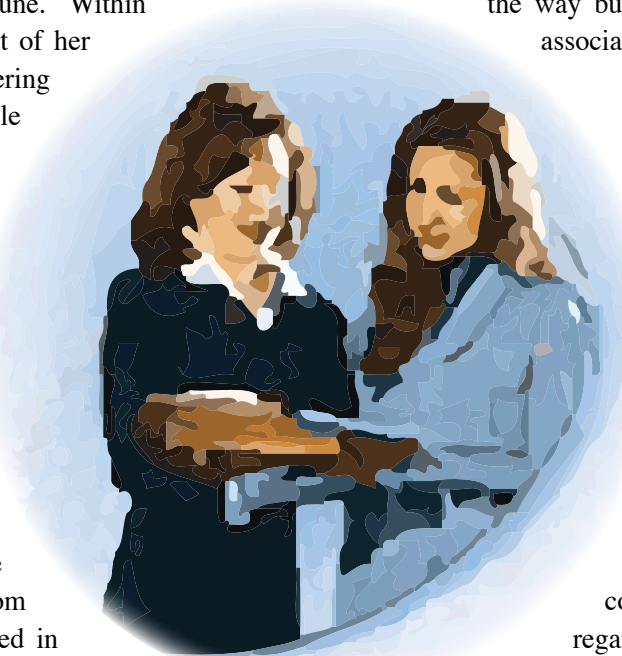
SEPTEMBER 2006

## New Strategic Plan Administrator Named by Steering Committee

Leslie Cohoon joined the RRHA team as Planning & Research Manager in late June. Within days of her arrival, and as part of her overall responsibilities, the Steering Committee confirmed Leslie's role as Strategic Plan Administrator. Two months later, Leslie reports being just as excited about RRHA, our strategic plan and our very bright future.

We can be excited as well to welcome our new Plan Administrator and the 20 plus years of planning and business management experience she brings with her. Leslie hales from the private sector, having served in the position of Sr. Vice President in three different financial services organizations, as well as, having managed at, and later consulted for, four top national telecommunications companies. Her career is rich with customer service management and business improvement

planning and engineering. She has specialized in optimizing the way business gets done for her clients, her associates and her customers.



Leslie takes seriously the responsibility of maintaining the great momentum created by the RRHA team in launching the Strategic Plan and looks forward to further advancing the plan's goals in the months to come.

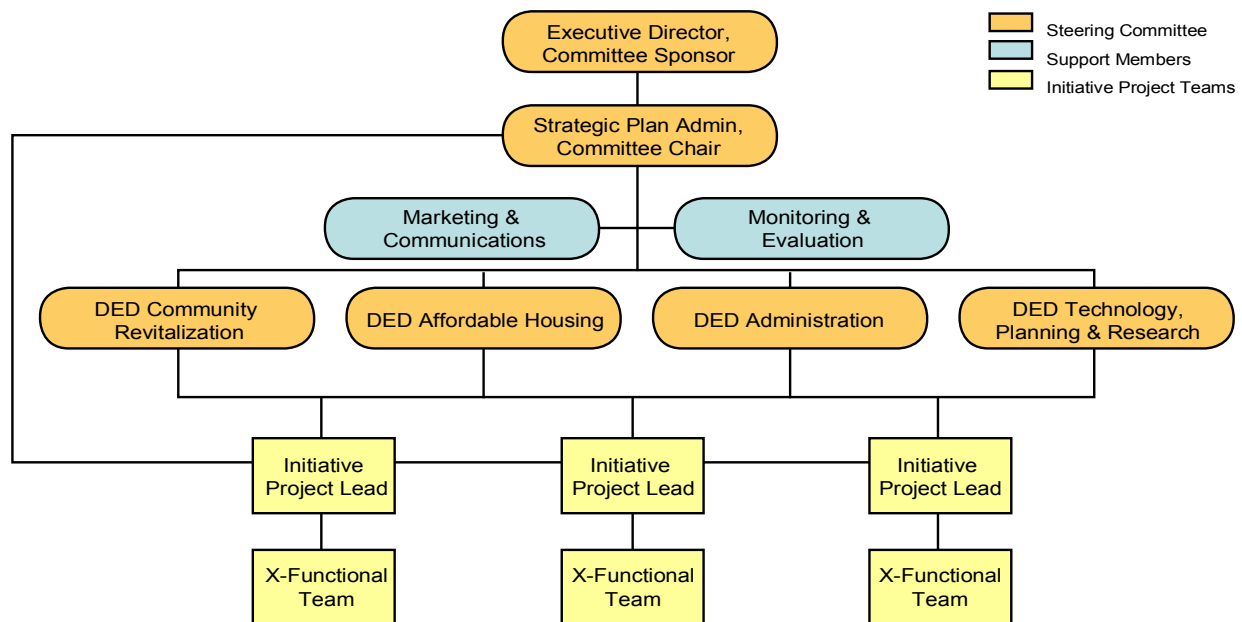
Look for Leslie's *Strategically Thinking* column in future editions of the newsletter. In the meantime, she welcomes ideas, suggestions and comments from the entire RRHA team regarding our exciting strategic vision and our plans to get there. She's especially interested in hearing from you with your specific observations of our strategy in action.

Write to Leslie at: [lcohoon@rrha.state.va.us](mailto:lcohoon@rrha.state.va.us) ★

## 1st Project Management Training Class Conducted – Guidelines to Come!

Strategic Objective 3.3: Manage and Improve Processes would not be complete without examining the way RRHA conducts critical projects and seeks to adapt a set of common and efficient guidelines for all to use. During the weeks of August 21 and August 28, 12 members of the RRHA team attended a five-day class for Effective Project Management Techniques. Going forward, the Planning and Research team will be responsible for culling those techniques most effective for the RRHA environment. Then we will publish an easy to use Project Management Guide for use for all those participating in key agency projects. Look for an announcement of the new guidelines in October. ★

# Changes in Strategic Planning Steering Committee Structure Announced



In August, a new charter was designed by and for the Strategic Plan Steering Committee. This new committee charter and structure was proposed as a result of the evolving organizational roles of former committee team members and should ensure continued momentum of plan initiatives underway and those still to come.

While our four Goal Champions are responsible for much of the momentum the Plan has seen today, one of the key elements of the new structure will be the greater involvement of other RRHA staff in strategic initiatives, serving as project leaders, and thereby spreading the important work to be done further and deeper into the organization. New participants may soon be tapped

by the committee to contribute to the overall effort.

In the meantime, we must thank Steve Benham, Lee Householder, Grace Lewis and Cassandra Scarborough for their enormous contributions while they served as our Goal Champions and paved the way for our bright future.. ★

## RRHA is Gung Ho for Quality Service!

Over the past several months The RRHA University has completed an agency wide training initiative -- Gung Ho! -- which introduced powerful principles of employee motivation and

organizational productivity, which can positively change the way we conduct business with our internal and external customers. This program represents a big step forward for the agency in meeting our Strategic Plan Goal #4. Congratulations to all for participating in this important program. Gung Ho, friend! ★

# Gung Ho!

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# Exciting Economic Opportunities for Residents at the RRHA University

## Goal 2 of the Strategic Plan - Economic Opportunities –

fostering and creating business opportunities for our residents-- has been the focus of the work of the RRHA University and our strategic partners over the past year. With a keen eye on developing opportunities for resident capacity building, RRHA's resident training and programming has been totally revamped to align with the strategic

goals of the Authority. The ground work has been laid to effectively move residents from dependency to

and or revised to reflect the new strategic vision. An eight -month Work Experience program was established,



computer and financial literacy training opportunities were greatly enhanced, and a tuition assistance program was launched.

economic self-sufficiency.

To accomplish this, policies, procedures, and forms were created

our vendors. We thank our corporate partners Wachovia and New Visions New Ventures for their contributions and interest in our communities! ★

The RRHA / HUD Section 3 Program has also been formalized and is providing opportunities for residents to work with

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**Anthony Scott**, Interim Executive Director

**Valena Dixon**, Communications Director, Editor

**Leslie Cohoon**, Strategic Plan Administrator

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