



Fostering
effective
**global
engagement**
in the
Pittsburgh
region.

The Global
**SWITCH
BOARD**

Strategic Plan 2017

FIRST STEPS

In 2014, Amizade launched The Global Switchboard in the hopes of bringing together and supporting a wide variety of global initiatives in the Pittsburgh region. The initiative began as a co-working space, and Global Solutions Pittsburgh agreed to become the anchoring tenant. With a shared interest in the project's continued growth, Amizade and Global Solutions Pittsburgh made arrangements to transfer leadership; in January of 2016, Global Solutions Pittsburgh officially assumed the mantle of The Global Switchboard. Immediately we undertook a serious strategic planning process to enable us to develop an action plan that is ambitious but practical, given our size and resources. This plan details our mission and vision, our planned areas of activity, and our goals.

MISSION

The Global Switchboard fosters effective global engagement and inclusive dialogue through our network, our co-working space, and our digital hub.

VISION

The Global Switchboard will encourage peace, cooperation, and mutual understanding by educating and advocating for human rights and human dignity and by facilitating collaborations that amplify the impact of globally focused people and organizations in our region.



NETWORK

The Switchboard fosters a network comprised of Resident Members, located in our co-working space, as well as Individual and Organizational Members.

Through our network we engage and connect members in three ways.

1

Programs

We develop programs and activities that meet our mission.

2

Partnerships

We partner with our members to help amplify their impact.

3

Working Groups

We convene individuals and organizations with a shared commitment to tackling critical issues.

CO-WORKING SPACE

The Switchboard co-working space is a professional office environment for globally engaged organizations and individuals.

Through our space we connect members to each other and to our growing network. The space allows us to foster synergies and increase the visibility of the global engagement community.

DIGITAL HUB

The digital hub will be a virtual home for global engagement in the Pittsburgh region.

Through our digital hub we will:

Centralize the global engagement landscape in Pittsburgh. ◀

Facilitate communication and collaboration among Pittsburgh's community of global engagement professionals. ◀

Ensure that services and resources are clear and accessible to service populations. ◀

Showcase Pittsburgh's global sector work to the general public. ◀

GOALS FOR 2017

▶ **Co-Working Space:**

- Maintain full use of our space by organizations that support our mission.
- Enlarge our efforts to connect the members to each other and to our growing network, to foster synergies, and to empower all our members to have a voice in the organization.

▶ **Network:**

- Grow our membership base.
- Strengthen the programs that we offer to extend our reach in the network.
- Support up to two working groups that focus on issues we consider central to our mission.
- Reach out to members of the network to ensure their involvement in developing and participating in working groups.

▶ **Digital Hub:**

- Develop and launch the digital hub.
- Leverage the digital hub to improve connections between members in our network and accelerate the impact of our working groups.

ENSURING OUR FINANCIAL BASE

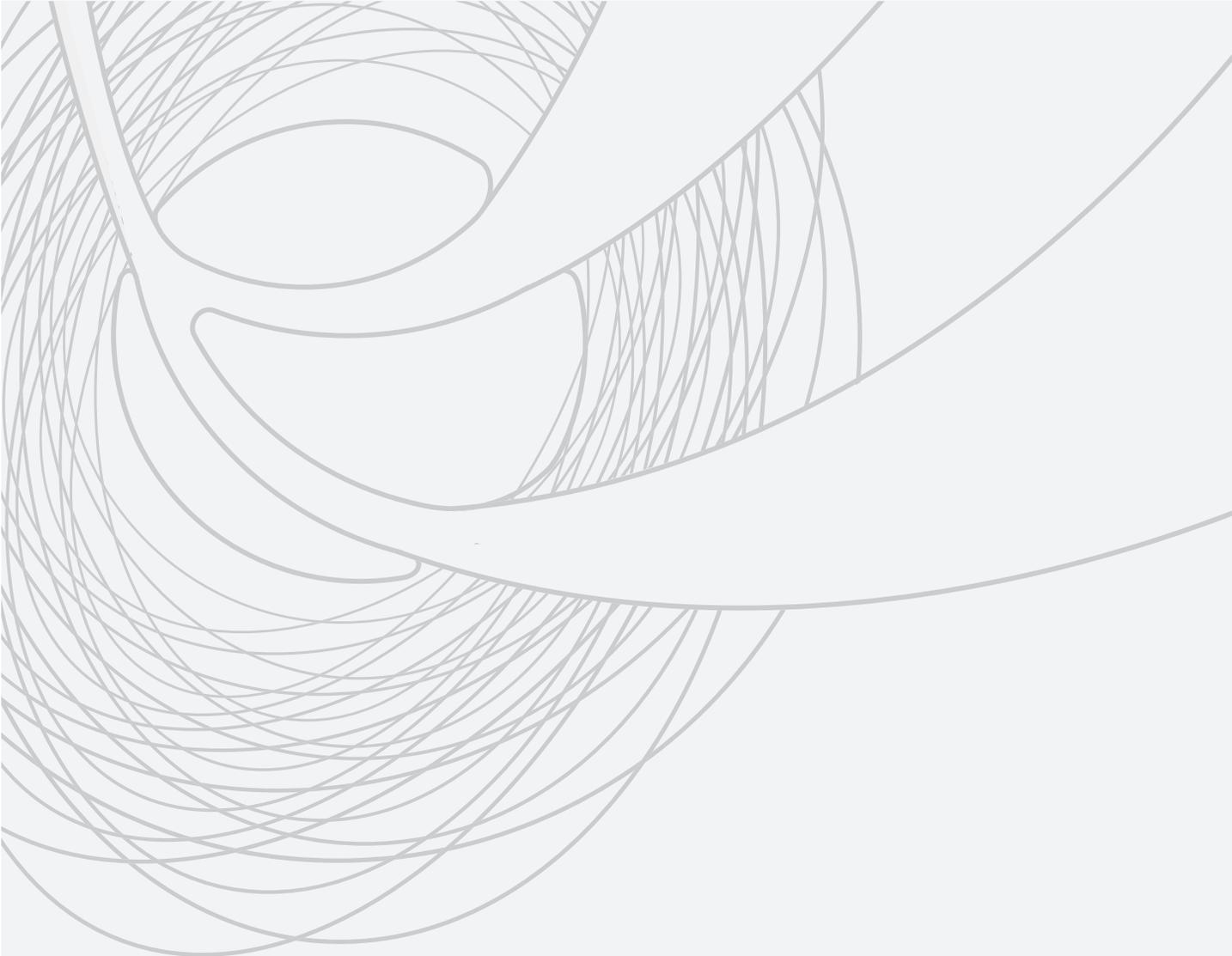
To support our new activities, especially the digital hub and the working groups, we will expand and systematize our fund-raising, to include the following:

- ▶ Continuing to provide co-working space at below-market rates. The Global Switchboard will remain committed to covering some of those costs because we see the co-working space as central to our mission.
- ▶ Increasing our membership and considering reasonable membership dues for different levels of membership.
- ▶ Reaching out to new sponsors for specific activities.
- ▶ Identifying potential foundation donors for specific activities, such as working groups.
- ▶ Continuing to build our endowment, to ensure we have the needed resources for current activities while building a reserve fund for emergencies.

CONCLUSION

We have a multidimensional strategy for fostering effective global engagement in Pittsburgh. Our plan begins by upholding the importance of our co-working space. As the foundation to our role as a connecting organization, we aim to maintain full use of our building and extend the synergies between members. Our plan extends from our physical space into our network, through which The Global Switchboard seeks to make substantive contributions to issues related to our mission. The digital hub is the final component of our strategic plan; through its launch we aim to offer our network a virtual neighborhood. We believe that the digital hub will extend the collaborative capacity of our organization, create space for dialogue between members, and widen the impact of our programs.

As we advance on this ambitious plan, we will focus on developing clear goals, with specific criteria for measuring level of activity and impacts in support of our mission.



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