

*Mission Possible –
Engaging
Partners,
Participants
and Patrons*



Partners

Participants

Patrons

Jewel Harrington,
DEOL Candidate
July 7, 2021

Dr. Jeffrey Hamilton,
DEOL Program Coordinator
Consultancy Coach

Dr. Mildred Summerville,
Executive Director
Tall One Outreach Ministries

Purpose & Conceptual Framework

Management by Objective
(MBO – Peter Drucker Theory)

Vision

➤ Purpose

Mission

➤ Conceptual Framework

Strategic Objectives

➤ TOM's Significant Challenge

➤ Goals

Literature Review



Purpose

- Articulates Purpose
- Drucker's Theory
- Baseline for Direction & Decisions



3 P's

- Stakeholders Commitment
- Engaging Partners, Participants and Patrons



Mission Possible

- Creating
- Efficiently Implementing
- Revising

Scope & Approach

TALL ONE OUTREACH MINISTRIES

Award-Winning Arts & Entertainment, Educational Outreach, Business Services

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Arts &
Entertainment



Educational
Outreach



Business
Services



Activities & Action Plan

| Task / Deliverables per month | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 |
|---|----------|----|-----|--------|-----|-----|----|--------------|---|----------|--------------|-------|-------|-------|-------|-------|
| Complete SWOT Analysis in Reflection for TOM | TOM | | | | | | | | | | | | | | | |
| Conduct a "Good Fit" Analysis for Project Scope | | GW | | | | | | | | | | | | | | |
| SMART Goals Established | | | TOM | | | | | | | | | | | | | |
| History | | | | TOM | DOC | | | | | | | | | | | |
| Production for Wilson Idol 2020 | | | | TOM | P | SM | | | | | | | | | | |
| Wilson Idol 2020 | | | | | | SM | | | | | | | | | | |
| Marketing & Promotion | | | | | | TOM | P | P | P | P | P | P | P | P | P | P |
| Collect Quantitative Data | | | | | | | GW | TOM 3 P's | D | D | | | | | | |
| Mission Revised | | | | | | | | | D | TOM | | | | | | |
| 3 P's | | | | | | | | | | TOM | 3 P's | 3 P's | 3 P's | 3 P's | 3 P's | 3 P's |
| Collect Qualitative Data | | | | | | | | | | GW | TOM 3 P's | D | D | D | | |
| Applications & Production for Wilson Idol | | | | | | | | | | | | | | DOC | SM | SM |
| Strategic Plan Revised to include Board of Directors to Determine Next Steps from Baseline Data Collected | | | | | | | | | | | | | | | DOC | 3 P's |
| Task Force to begin training for the lineage of Wilson Idol | | | | | | | | | | | | | | | | 3 P's |
| | Unfreeze | | | Change | | | | | | Refreeze | | | | | | |

Key for Resources:
TOM – The Executive Director provide human capital
GW – Gardner-Webb instruction
DOC – Documents associated with TOM
P – Production was necessary
SM – Social Media
D – Data was necessary
3 P's – Partners, participants, and patrons provided resources

Risks/Constraints



Assumptions

- Prioritizing Goals
- Funding



3 P's

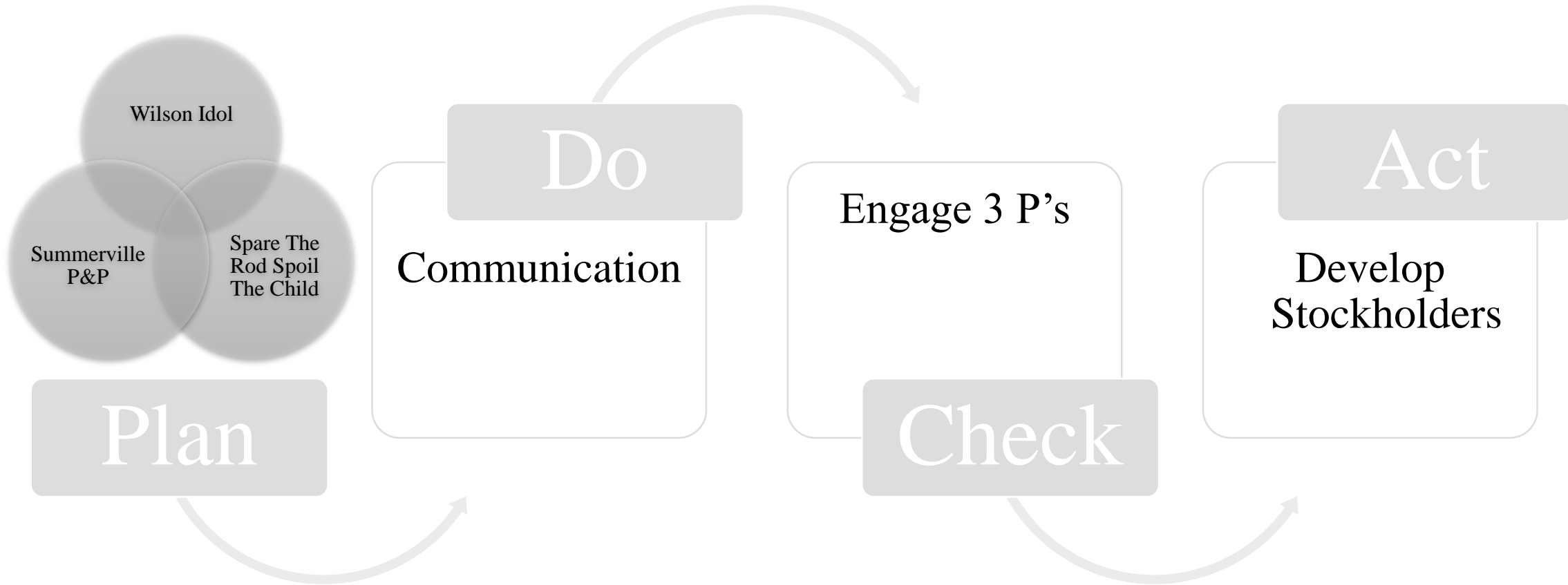
- Organizational Culture
- Needs & Wants



Mitigation / Contingency

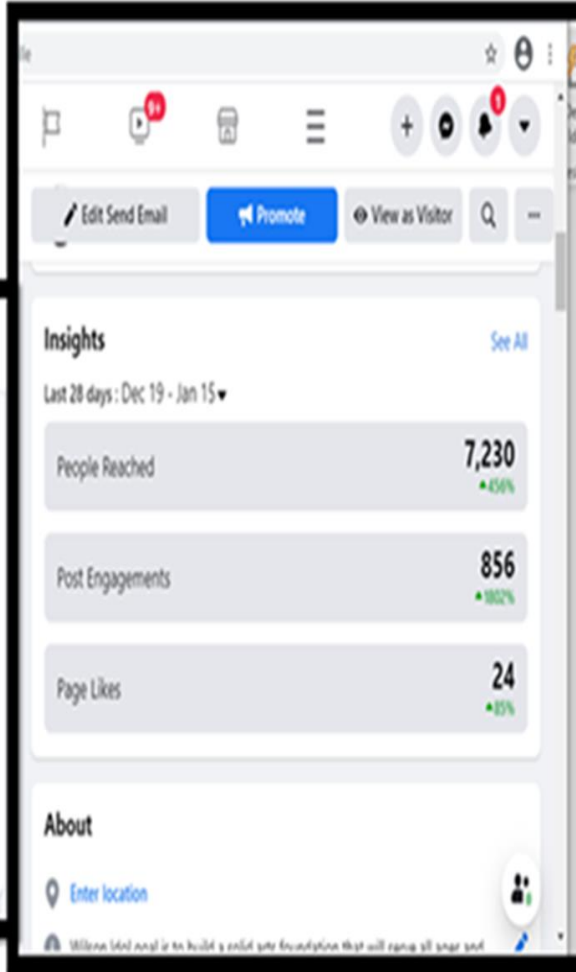
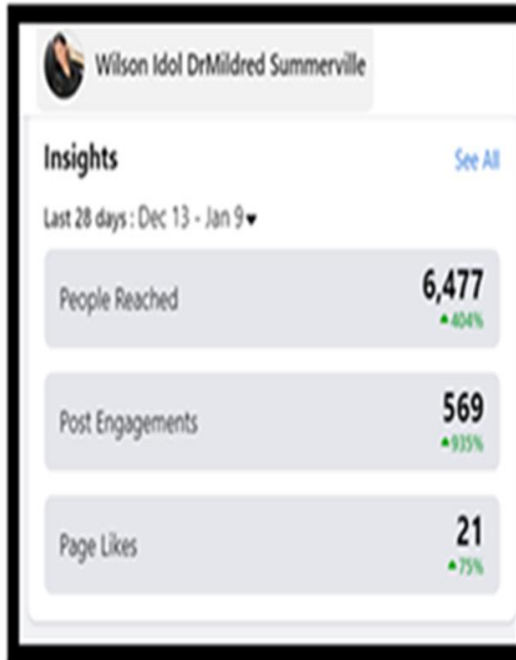
- Adaptable Leadership
- Preservation of Materials

Quality Assurance Plan



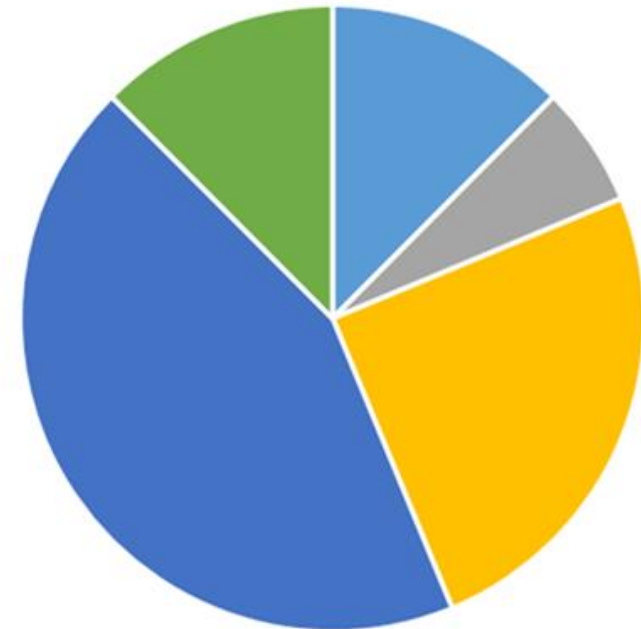
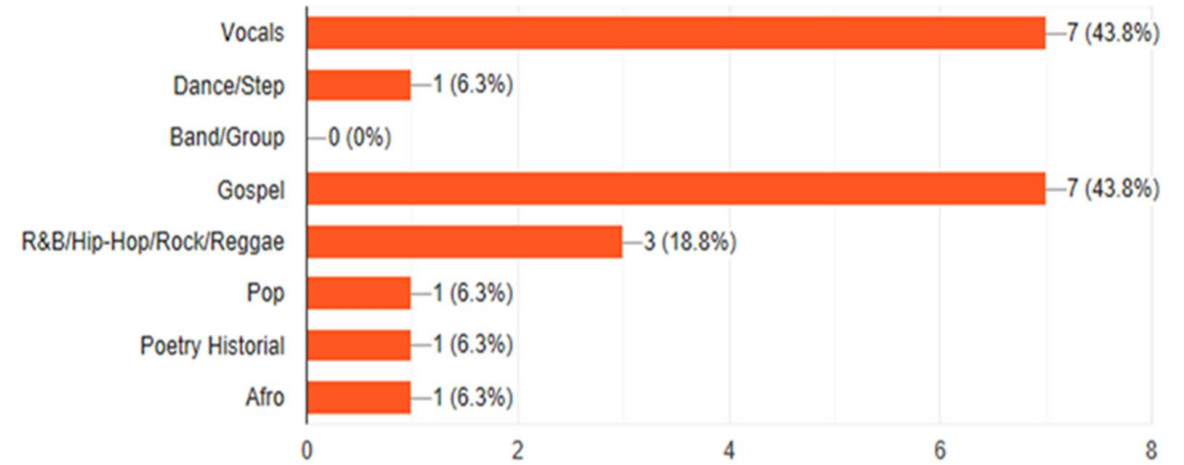
Outcome Data

Post Engagement –
 1/9/2021: 569
 1/15/2021: 856



Categories describing genre

16 responses



■ TV ■ Radio ■ Newspaper ■ Word-of-Mouth ■ Social Media ■ Previous Participant

"EFFICIENCY MEANS DOING THINGS RIGHT; EFFECTIVENESS IS DOING THE RIGHT THINGS."

~ PETER DRUCKER

Reflection

Pluses

What I learned?

Application

Deliverables

Transfer knowledge

Deltas

What I would do differently?

Diversity / Input

Further qualitative data

Time constraints

Areas for Future Study



Areas

- Communication of Mission Statement Effectiveness



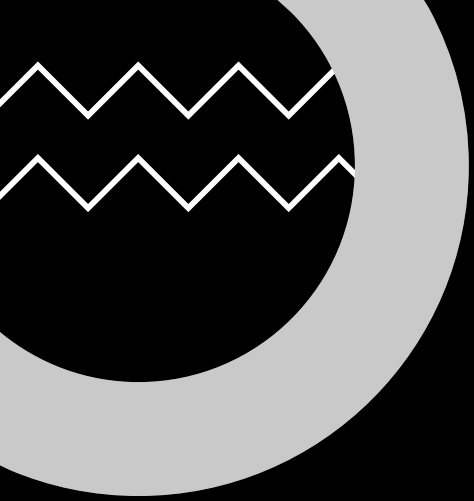
3 P's

- Engaging Partners, Participants and Patrons



Future Study

- Faith-based nonprofit organizations



Bibliography

Drucker, P. F. (1976). What results should you expect?
A users' guide to MBO. *Public Administration Review*, 36(1), 12-19.
<https://doi.org/10.2307/974736>

Deming. "PDSA Cycle." *The W. Edwards Deming Institute*,
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