

START THE PLANNING PROCESS

Goals for this section:

- Review the timeline for the planning phase
- Establish the planning committee and decide on decision making structure
- Identify a SparkPoint lead
- Understand and utilize a workplan to support the planning phase

Though every SparkPoint center's planning timeline varies, on average it takes about twelve months to fully launch a center after an institution has completed the discovery phase. This timeline is applicable once you've achieved readiness on the institutional self-assessment with funding secured and strong buy-in from your leadership, staff and students. It is important to note that getting buy-in and advocating for initial funding is a long term process that could take years to secure.

SPARKPOINT PLANNING TIMELINE



LAUNCH PLANNING PROCESS

- Establish planning committee and decision-making structure
- Identify SparkPoint lead for the planning phase
- Review Discovery's Institutional Self-Assessment
- Utilize work plan to organize planning process
- If applicable, join regional network meetings



NEEDS & AUDIENCE

- Discuss needs assessment
- Administer Student Interest Survey or focus groups and interpret results
- Define target population and draft target population statement



SERVICES & PARTNERSHIPS

- Identify services through asset mapping
- Maintain and develop partnerships
- Map how on-campus and off-campus partnerships will work together
- Work on service integration plan



INTEGRATION & STAFFING

- Define how partners work together
- Determine staffing needs for your center
- Leverage existing university staffing and plan for additional hiring needs



SPACE & MARKETING

- Research spacing needs to finalize on-campus location
- Understand marketing and outreach needs and priorities
- Decide on a cohesive marketing and communications strategy that utilizes SparkPoint brand recognition



BUDGET & LEARNING

- Develop a detailed budget
- Decide on a long-term plan for fund-development
- Understand SparkPoint metrics
- Set program goals and decide on system to track against outcomes
- Create evaluation plan



MAPPING & PLAN

- Conduct client journey and empathy mapping
- Based on all the learning so far, create and finalize implementation plan



LAUNCH SPARKPOINT CENTER!

- Start planning official launch event
- Hold official launch event
- SparkPoint is open!



PLANNING COMMITTEE MEMBERS

This stage is designed to get members engaged, codify relationships, identify a champion, understand the SparkPoint model, and define the vision. The outcome of this process is to develop a core group of members who agree to SparkPoint as a concept and commit to participate in the planning process.

Overall Roles and Responsibilities

Planning members are primarily responsible for the learning and implementation of planning activities to achieve the results of launching the SparkPoint center. This includes:

- Vision: Participate in the development of key strategies and shared measurements
- Strategy: Coordinate activities among planning committee groups on and off campus
- Communication: Provide progress updates to all Planning Committee members
- Resource Development: Identify gap in resources and other planning needs

HOW TO FORM A PLANNING COMMITTEE

SparkPoint Planning Committee Formation:

1. Convene interested parties who are committed to addressing poverty and supporting financial literacy among students. Potential planning committee members could include:
 - › Administrators from the college or district
 - › Directors, Deans, and senior leadership of campus departments (Financial Aid, Student Affairs, EOPS, Career Services, Veteran Services, Institutional Research, etc.)
 - › Members of student organizations
 - › City and County staff who have decision-making authority around resource allocation, programs, and policies
 - › Representatives from the business sector
 - › Community services provider organizations
 - › Representatives from the philanthropic sector
 - › Other external stakeholders and partners
2. Introduce the SparkPoint model and facilitate a process to learn about the model.
3. Review the institutional readiness-assessment.
4. Agree on the SparkPoint concept and commit to planning a SparkPoint center on campus.
5. Develop roles and responsibilities for key members, programs, and departments.

6. Identify a champion to spearhead the initiative as the primary lead.
7. Define a vision for SparkPoint planning.
8. Define and set the frequency of engagement with planning committee members to work through the planning process.
9. Determine a decision-making process.

Decisions:

- There is a common belief in the SparkPoint model among members.
- The SparkPoint model aligns with the institutions' mission, vision, and strategic plan.
- The model for decision making is understood, and decision making is shared among partners.

Guiding Questions:

- a. Who is needed to achieve your goals?
- b. What are the common goals that have brought you together?
- c. Are those best poised to address the challenges of financial capability, including those most affected by the issue, represented?
- d. Why and how is the planning committee in a position to make an impact?

PLANNING LEAD

It is imperative for there to be a committed member in place who can lead the project and provide continuity for the duration of the planning phase. The lead should have and be committed to the following:

LEAD



Commitment to leading the full planning process

Point of contact for partners

Responsible for activity completion through planning phase

Sets meeting agenda and goals for planning committee

Champions SparkPoint model throughout institution

Tracks partnership agreements

Institutional decision making power

DECISION MAKING PROCESS

The Planning Committee should determine a decision-making process at the beginning of its work together that works best for them. The following is a suggested decision and voting process:

SparkPoint Planning Decisions and Voting Process

- Decisions are made by quorum through modified

consensus rather than majority rule; modified consensus is 50% + 1.

- Each committee member has one vote.
- If the vote is split or the committee cannot come to a consensus, the planning lead will make the final decision.

SAMPLE WORKPLAN

Utilize the sample workplan to track and organize your progress during the planning process.

Components of the SparkPoint Work Plan:

- **Task:** The steps that will be taken to achieve each of the outcomes of the planning process.
- **Goal:** The desired results achieved through accomplishing tasks.
- **Tools Available:** The specific tools needed to accomplish each task. The number of staff, amount of time, and financial resources can be included as well.

- **Lead:** The person responsible for each task or strategy and their organization. The person must agree to this assignment for their name to go on the Work Plan.
- **Status:** How far along each task is toward completion.
- **Timeline:** The start and finish dates for tasks. This component can be used to note benchmarks with assigned dates as well.

[Click here to view the Sample Workplan.](#)