



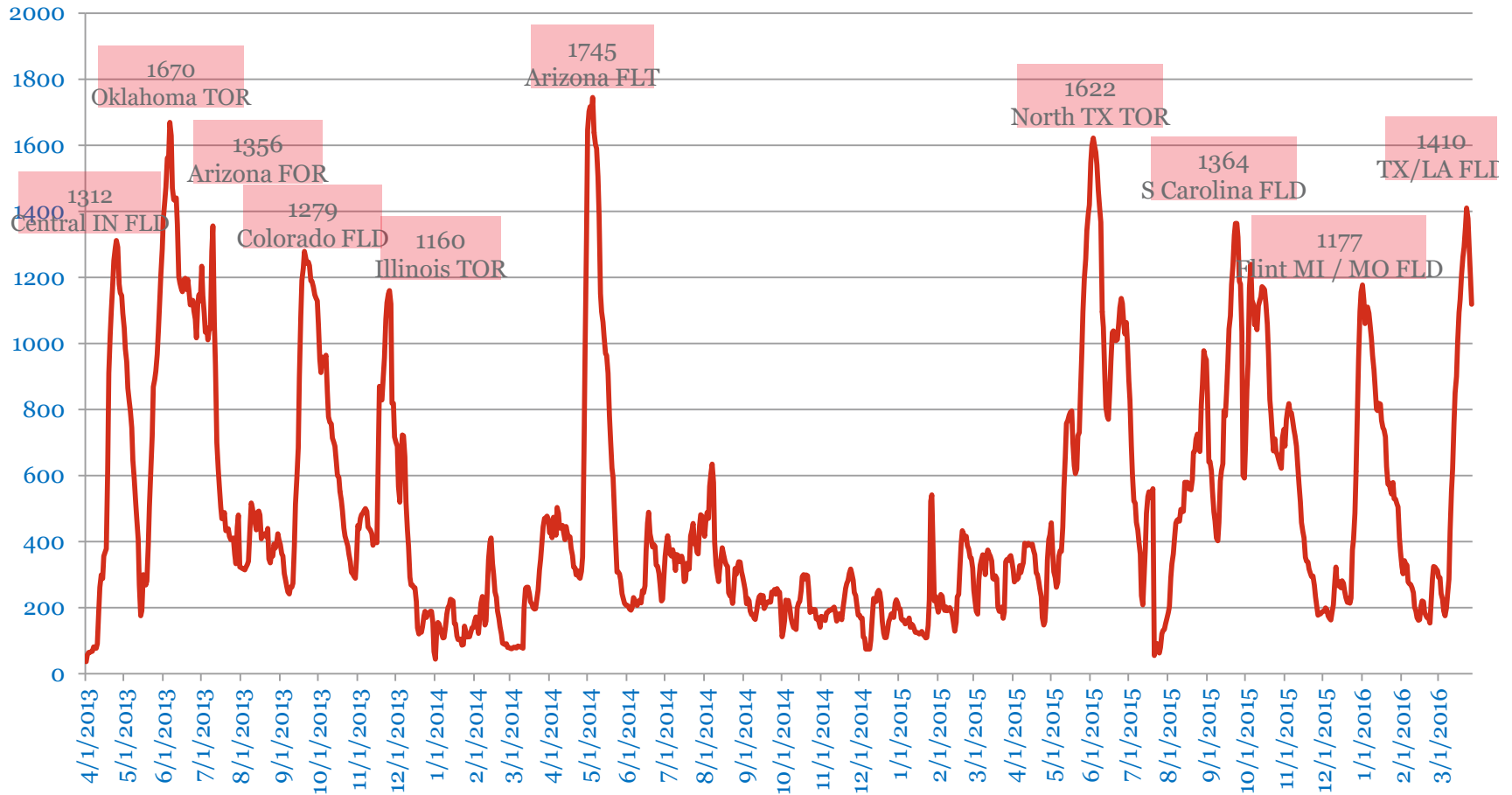
American Red Cross
Disaster Cycle Services
Mission Direction

May 2016

Disaster Cycle Service Mission Direction

**Enable the Workforce
To
Deliver Mission
With Compassion and Quality
To More Of Those In Need**

Active Assignments per Day



Source: Volunteer Connection
4/1/2013 - 3/30/2016

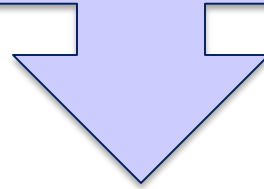
Focus on Readiness

Mission
What we do

Capacity
How many
How much

Capability
How able
to perform

Communications
How well informed
to act



**Enable the Workforce
To
Deliver Mission
With Compassion and Quality
To More Of Those In Need**

DCS to Focus on Enabling Readiness

Workforce Readiness

To perform with excellence, all Blue Sky missions and the most probable Major Disaster



Mission

- Clarity on priorities
- Balance across missions



Capacity

- Volunteer Retention
- Partner relationships



Capability

- DPM/DPS Retention
- Leadership training
- Volunteer Mid-Mgmt



Communications

- Clarity and context around goals and metrics
- NHQ to field and field to NHQ



Questions?

American Red Cross