Strategic Direction

2017-2020

Strengthening & Empowering People Since 1981
During the summer of 2017, CLUES’ leadership reviewed and updated our Strategic Goals through 2020. Our mission and vision remain relevant and continue to be the foundation for our strategy and direction. During the 2014-2016 Strategic Plan implementation period, CLUES grew revenues from $5.7 million in 2014 to more than $9 million in 2017. We’ve diversified sources of income and moved from net losses to net gains. Staff grew to 100 employees and volunteers to more than 700. Today, CLUES is a strong organization ready to meet the changing needs of Latinos and immigrants.

By 2035, Minnesota’s Latino population will surpass half a million individuals, more than 8.5% of the state’s total population. We strive to grow in innovative ways to meet the needs of our community and expand our presence in new geographic areas.

Our refreshed Strategic Goals call us to continue delivering quality services and invest in our capacity to: Advance Equity by connecting community health and wealth initiatives to educational enrichment; Advocate for individuals and families to have access to opportunities; grow programming and services for Latino Youth; amplify Cultural Engagement by cultivating a strong Latino heritage; and seek Organizational Excellence by investing in our internal capacity to support individuals and families at each stage of their journey towards health and economic wellness.
We believe the best way our organization can foster equity and inclusion and improve outcomes and conditions for Latinos and immigrants is to empower them through knowledge, engagement and advocacy. Through expansion efforts, we will focus resources to advance place-based community hubs that promote health, education, cultural engagement and social and economic wellness.
Advance Equity

- Advance heath, education and economic equity for Latinos through culturally relevant program and policy responses.

- Increase access to sustainable employment for youth and adults through education, career planning and skills training opportunities.

- Increase our impact through holistic program innovation that meets emerging needs in the Twin Cities and Greater Minnesota.

Organizational Excellence

- Invest in our physical expansion to provide the most relevant, highest quality and financially viable services to advance our mission.

- Create processes, technology and tools to measure impact and quality of service.

- Invest in our leadership bench and develop staff’s capabilities to drive organizational growth.

- Strengthen our brand and increase our visibility to reach more clients and funders and to garner broader public support.
Strategic Goals

Youth

- Increase programming and offerings to ensure that Latino youth and young adults have skills and enriching experiences to thrive as adults.
- Invest in Latino youth to become the next generation of leaders and future labor force of Minnesota.

Advocacy

- Leverage our position to advance initiatives that lift Latino voices locally and nationally.
- Build our capacity to advocate for Latinos and immigrants and to promote policy change.

Cultural Engagement

- Build partnerships that promote cultural enrichment programs and grow social capital.
- Amplify cultural engagement for children, youth, elders and families.
CLUES is Minnesota’s largest Latino-led agency, founded in 1981 to provide linguistically and culturally relevant services. Our programs connect individuals and families to resources, skills, institutions and opportunities. We bundle services across Health & Wellness, Economic Empowerment and Educational Enrichment to meet the complex and interrelated needs of our community.

Our services uphold and celebrate cultural richness and community assets. We welcome immigrants and low-income individuals from all walks of life who dream of a better future.

**CLUES Vision**

A thriving multicultural community enriched with confident individuals and families who contribute their voices, skills, entrepreneurial spirit and cultural richness.

**Our Model of Service**

Our model of service is designed to advance learning and build social and human capital. We focus on leveraging people’s strengths and skills to achieve long-term self-sufficiency. Through strategic collaboration, CLUES provides a broad range of services and advances promising new strategies.

Our services are based on an intergenerational approach to increase accessibility, promote learning and motivate children and parents to mutually support one another towards a better future.
Health & Wellness
- Mental and Chemical Health Clinics
- Chemical Health Assessments
- Mental Health Assessments for Immigration
- Individual, Family and Group Psychotherapy
- Driving with Care and MADD Panels
- Access to Healthcare
- Healthy Eating and Active Living
- Health-Related Education and Prevention
- Tobacco Control and Cessation
- Elder Care and Caregiver Support
- Healthy Child and Family Development
- Sexual Health Education
- Parenting Skill-Building
- Support, Advocacy and Case Management for Sexual Assault and Domestic Violence

Economic Empowerment
- Asset and Credit Building
- Financial Education and Coaching
- Homeownership and Pre-Purchase Counseling
- Lending Circles
- Employment Readiness
- Tailored Workforce Trainings
- Employer-Driven Trainings
- Job Search and Placement
- Job Retention

Educational Enrichment
- Adult Basic Education
- English as a Second Language (ESL)
- Early Childhood Education
- GED and Citizenship Classes
- Computer Skills and Certification
- Youth Engagement and Mentoring
- Academic Support and College Preparation
- Youth Career and Internship Program
Living our mission means we value:

Respect: We honor the dignity and worth of all people as we interact and work alongside one another.

Collaboration: We understand that collaboration is paramount to achieving inclusive community impact.

Accountability: We are committed to upholding the highest standards for quality, transparency and effectiveness.

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