



## STRATEGIC PLAN 2024-2027 OVERVIEW

### GOVERNANCE

*Rebuild EdCo's governance structure to ensure alignment with its overarching goals and philosophies.*

Activities include:

- **Governance Structure & By-Laws** – Identify a new Board governance structure to facilitate shift in EdCo's focus from partner schools to community model and modify organizational by-laws accordingly.
- **Board Member Responsibilities** – Draft new Board member position descriptions clarifying roles, responsibilities, qualifications, and expectations in light of governance structure and strategic plan.
- **Board Assessment & Recruitment** – Complete an assessment of current Board member strengths and areas of interest, identify current gaps in skill sets, and use as part of future recruitment efforts.
- **Board Orientation, On-Boarding, & Training** - Refresh Board orientation and onboarding materials including mission, vision, values; strategic goals; member expectations; programs and services, organizational performance; and financial overview and develop on-going Board trainings.

### COMMUNICATION

*Develop and share a clear mission, vision, and value proposition that articulates EdCo's purpose and potential to stakeholders.*

Activities include:

- **Communication Review** - Engage in a comprehensive review of EdCo's communication materials to identify strengths as well as areas in need of improvement and needed future content.
- **Environmental Scan** - Complete an environmental scan to identify other local, regional, statewide, and national education efforts as well as potential community partners inclusive of local businesses, colleges/universities, non-profit organizations, faith, neighborhood, and community groups; government agencies.
- **Market Positioning** - Solidify EdCo's value proposition clarifying why various audiences (e.g., current and potential EdCo school members, community partners, funders, donors) should want to engage with EdCo.
- **Communication & Outreach Plan** – Establish a clear and measurable plan for EdCo communications and outreach including updated website, use of social media, and/or publications as well as one-on-one meetings, events, and use of EdCo Ambassadors.

### REVENUE & SUSTAINABILITY

*Maintain and grow financial and other resources necessary to fulfill EdCo's mission and vision.*

Activities include:

- **Financial/Financial Need Profiles** - Develop clear picture of EdCo's current financials as well as comprehensive list of future funding needs related to general operations, programming (including staffing, professional development, evaluation), communications, technology/equipment, and facilities.
- **Revenue Generation Exploration** - Engage in comprehensive examination of revenue generation opportunities including new grants, new contracts, memberships fees, EdCo products and services, training and capacity building support, fee for service models, sponsorships, website utilization, advertisements, events-based fundraising, direct donor solicitation, scholarship solicitations, major gifts, and/or planned giving.
- **Revenue Generation Plan** – Develop plan to test “high potential” revenue generation strategies and package EdCo programs and services in meaningful ways.
- **Revenue Generation Activities** - Regularly evaluate new/developing revenue generation activities to determine effectiveness.

## **PRODUCTS & SERVICES**

*Strengthen opportunities to meet needs of current and potential EdCo constituents – centering on enhancing the student experience within the scope of our mission.*

Activities include:

- **Program Review** - Examine functioning of current EdCo programming including goals and objectives, activities, staffing profile, participant profile, data collection protocols, evaluation data, technology use, and financials.
- **Needs Assessment & Gaps Analysis** - Collect information from current/potential school members, individual educators/practitioners, community partners, and/or local experts to gain a better understanding of needed educational support for teachers, staff, and administrators as well as students and families.
- **Strategic Partnerships – Programs** – Use community data to prioritize efforts and identify strategic partners for program development activities including subject matter experts, direct providers, potential collaborators, referral sources, and funders.
- **Data Collection Protocols & Infrastructure** – Review and revise EdCo’s current data collection protocols and infrastructure to ensure timely availability of outcome and impact data as well as success stories.

## **GROWTH & FOSTERING OF COLLABORATIVE PARTNERSHIPS**

*Facilitate opportunities to leverage the knowledge, talent, and expertise of our community to meet the needs of students and schools.*

Activities include:

- **Resource Clearinghouse** – Update EdCo’s website to serve as a community clearinghouse for educational resources for students/families, teachers, school staff and administrators, educational advocates, and others.
- **Student Opportunities** - Explore opportunities to actively engage students in EdCo’s organizational and community work including research, program and service development, professional development, volunteerism, and/or event planning.
- **Strategic Partnerships** – Organizational & Community – Use community data to identify potential partners for organizational and/or community-wide activities including private, public, and charter schools; local colleges/ universities; nonprofits organizations, community coalitions, philanthropy, businesses, government, and elected officials.
- **Educational Leadership** - Consider how EdCo can leverage its reputation, expertise, and relationships to facilitate strong, aligned engagement among its members and organizational partners for shared benefit.