

STRATEGIC PLAN 2021-2024

Mission Statement: Uniting our community to illuminate and clear pathways for every Washoe County students' brightest future.

STRATEGIES	ENGAGE	CULTIVATE	ADVOCATE
GOALS	<p>Unite people to prioritize education by building connections with all facets of our community</p>	<p>Develop, secure, and sustain resources supporting our Mission, programs, & initiatives to support diverse student populations</p>	<p>Use data, develop strategies, and forge collaborations to promote best practices to increase student achievement</p>
OBJECTIVES	<p>INFORM • CONNECT</p> <ul style="list-style-type: none"> • Develop a comprehensive communications plan which shares student & educator needs with our community • Participate in community groups • Collaborate closely with WCS D, UNR, & TMCC EA Board Liaisons to enhance communications & relationships • Connect educators with community leaders & professionals • Develop pipelines & events to attract new supporters & board members • Serve on WCS D, UNR, TMCC teams to provide targeted & timely support • Provide opportunities for students, parents, & community stakeholders to connect at our events 	<p>DEVELOP • SECURE • SUSTAIN</p> <ul style="list-style-type: none"> • Build/sustain media relationships • Provide internal/external messaging around our mission, program, & initiatives • Foster online presence • Deepen relationships with community stakeholders from diverse backgrounds • Identify & match donor & educator goals to construct meaningful partnerships & secure resources • Build trust through stellar customer service • Operate with transparency & efficiency to ensure equitable outcomes • Recognize partners & donors • Retain partners & donors through consistent stewardship 	<p>ANALYZE • STRATEGIZE • COLLABORATE</p> <ul style="list-style-type: none"> • Drive Pre-Kindergarten to College (P-16) best practices, analysis, & projects • Produce research that evaluates & informs educational needs, resources, & identifies instances of disproportionality • Explore ways to improve student experience • Correct misconceptions about education & improve public perception • Provide open & inclusive stakeholder forums • Raise awareness & share key P-16 educational issues & initiatives publicly • Support career, college, & wellness initiatives to minimize barriers for students
PROGRAMS INITIATIVES	<p>Partners in Education (PiE) • Caring for Classrooms • Principal for a 1/2 Day • PiE Champion Awards Teachers' Warehouse • P-16 Advocacy Council • Board Member Pipeline</p>		

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Indicators of Success

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ENGAGE Goal: Unite people to prioritize education by building connections with all facets of our community.

INFORM • CONNECT

- Develop Communications Plan (Marketing Team)
- Participate in community groups such as: Reno+Sparks Chamber; EDAWN, WIN, NNBW, NDE, County/Reno/Sparks events (Board Directors & Staff)
- Meet with potential partners, accept speaking engagements, reach out to new companies/organizations in Washoe County & region (Board Directors & Staff)
- Add Board agenda item for Institution Liaisons to share top 1-2 current issues/activities (Board)
- Serve on WCSD committees/teams to better understand needs (Board Directors & Staff)
- Host events such as: An Evening of Pure Imagination; Principal for a 1/2 Day; PiE Champion Awards; Teachers' Warehouse Community Donation Day/Teacher Shop 'Til You Drop Day; Board Mixers (Board Directors & Staff)
- Provide opportunities for students, parents, & community stakeholders to connect at our events (Board Directors & Staff)
- Inform Board Directors of WCSD events & other opportunities to collaborate (Staff)

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CULTIVATE Goal: Develop, secure, & sustain resources supporting our mission, programs, & initiatives to support diverse student populations.

DEVELOP • SECURE • SUSTAIN

- Establish baseline of media presence including press releases, social media, & website analytics (Staff)
- Complete communications plan & goals to increase awareness (Marketing Team)
- Maintain credibility with media as a reliable source of knowledge having unique access to beneficiaries (students, schools, educators, departments) & PiEs (Staff)
- Inform WCSD audiences of EA & PiE activities through in-person & electronic communications (Staff)
- Host orientation for new Board Directors (Staff)
- Contact fellow leaders to consider donating, serving, or volunteering (Board Directors)
- Present to WCSD Board of Trustees (Board President & Staff with Directors attending)
- Host events such as: An Evening of Pure Imagination; Principal for a 1/2 Day; PiE Champion Awards; Teachers' Warehouse Community Donation Day/Teacher Shop 'Til You Drop Day; Board Mixers (Board Directors & Staff)
- Develop/cultivate new & continuing partnerships resulting in an investment in education (Board Directors & Staff)
- Identify donor & educator goals/values (Staff - PiE Interest Form)
- Secure community resources (Time, Talent, Treasure) which match needs of beneficiaries (students, schools, educators, departments) & support EA programs/initiatives (Board Directors & Staff)
- Make meaningful partnership matches (Staff - Interviews; PiE Agreement; Principal for a 1/2 Day Questionnaire)
- Maintain transparency of EA financials & activities to ensure equitable outcomes: Annual Budget; Bi-Annual Financials; Board Meeting Minutes; OML meetings (Finance Review Team, Board Secretary, Staff)
- Map relationships through EA Partner Database (Staff)
- Steward existing donors, sponsors, & PiEs via ongoing communications (electronic, written, telephone, personal face-to-face, public) & invitations to events/activities (Board Directors & Staff)
- Recognize PiEs, donors, & partners regularly on social media, website, & other platforms, such as WCSD 'Leader to Leader' (Board Directors & Staff)

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ADVOCATE Goal: Use data, develop strategies, & forge collaborations to promote best practices to increase student achievement.

ANALYZE • STRATEGIZE • COLLABORATE

- Conduct meetings to raise awareness about current educational topics (P-16 Advocacy Council)
- Invite education, business, & industry experts to report on relevant issues such as workforce development, education pathways, legislative education efforts, college/career readiness, best practices (P-16 Advocacy Council)
- Provide an open & inclusive forum to illuminate challenges in education, explore ways to support students, & enhance our workforce (P-16 Advocacy Council)
- Produce research products such as, White Papers, Data Profile, to evaluate & inform educational needs, resources, & identify instances of disproportionality (P-16 Advocacy Council)
- Earn 100% Board Giving recognition annually to send clear message of Board commitment (Board Directors)
- Write letters or nominate EA for awards/recognition to advocate for our Mission (Board Directors)
- Host events such as: An Evening of Pure Imagination; Principal for a 1/2 Day; PiE Champion Awards; Teachers' Warehouse Community Donation Day/Teacher Shop 'Til You Drop Day; Board Mixers (Board Directors & Staff)
- Participate in WCSD, UNR, & TMCC data summits & other informational opportunities to learn of successes & challenges of students/ educators along the P-16 pathway (Board Directors & Staff)
- Support career, college, & wellness initiatives to minimize barriers for students (Board Directors & Staff)