



2024-2026 STRATEGIC PLAN

STRATEGIES

Refocus on Core

Mission Awareness

Clearly communicate the mission, aligning messaging with core values to strengthen relationships with donors and partners.

Community Engagement

Expand support networks and enhance program reach to strengthen ties with our teacher community.

Invest in Development

Infrastructure

Upgrade IT systems, digital platforms, and tools to support growth and program delivery.

People

Expand staff and provide development opportunities to boost capacity as tied to program and revenue growth.

Increase Visibility

Storytelling

Share impactful stories across platforms to highlight our history, alumni network, and impact.

Stakeholder Communication

Regularly engage supporters to build reliability, strengthen connections and demonstrate impact.

PROGRAM GOALS

Summer Fellowship

Mature Stage

Strengths

40 years of powerful brand recognition and refined operational capacity.

Goal: Maintain 60-70 fellowships each summer.

- Develop a reliable base of corporate partners by showcasing the program's value in social responsibility and community impact.
- Increase targeted grant & foundation funding.

Experience Weeks

Growth Stage

Strengths

Solid model and clear demand for growth in teacher audience and funder support.

Goal: Build operational capacity to support growth.

- Streamline internal processes to support more teachers each summer.
- Focus on diversifying funders interested in expansion and scaling, including operational growth.

Learning Community

Late Pilot Stage

Strengths

Strong model that resonates with a steady community of teachers, enhancing visibility and showing potential for sustained impact.

Goal: Develop consistency to build a dependable learning ecosystem.

- Enhance marketing efforts to grow community and deepen engagement.
- Secure stable funding to establish the program as a core offering.