

**2017-2020 East Side Learning Center 3 Year Outlook**
**Updated Date: April 27, 2017**

Strategy	2017/2018 Tactics	2018/2019 Tactics	2019/2020 Tactics
Theme	Status Quo - Modest Expansion	Diversity, Differentiation	Return to Expansion
1. Prevent children from falling behind in reading	<ul style="list-style-type: none"> <li>Keep focus on K and Pre-K: Prevention</li> <li>Plan for summer school – data shows jump start camps very successful</li> <li>Year 2 of 3 year school partnerships</li> <li>No new sites</li> <li>Continuous improvement - Internal YPQA</li> </ul>	<ul style="list-style-type: none"> <li>Keep focus on K and Pre-K: Prevention</li> <li>Plan for summer school</li> <li>Year 3 of 3 year school partnerships</li> <li>Internal YPQA</li> <li>Pilot formal Pre-K program during school year</li> </ul>	<ul style="list-style-type: none"> <li>Prevention focus</li> <li>Plan for summer school</li> <li>Vento expansion?</li> <li>External YPQA</li> </ul>
2. Seek opportunities to reach more children	<ul style="list-style-type: none"> <li>Expand Vento by 20 students</li> <li>Increase summer school by 10 Pre-K</li> <li>Determine if building a program to sell for Pre-K/K is viable option</li> <li>Research opportunity size and need for Pre-K in the community</li> </ul>	<ul style="list-style-type: none"> <li>Determine broader Pre-K and K strategy</li> <li>Explore expanding summer literacy camp</li> <li>Negotiate new MOUs</li> </ul>	<ul style="list-style-type: none"> <li>Execute Pre-K and K strategy developed</li> <li>Summer Reading Strategy – story night, books home, family, meals?</li> </ul>
3. Maximize tutoring impact	<ul style="list-style-type: none"> <li>Explore ELL tutor training programs</li> <li>Create an inclusive environment for children of all backgrounds</li> <li>Support industry testing programs as required to show tutoring impact – learn how to leverage FAST data</li> <li>Project to engage parents in literacy (ready for kindergarten, PreK)</li> </ul>	<ul style="list-style-type: none"> <li>Identify potential Pre-K partners that could help secure grant funding for pilot program</li> <li>Tutor training – develop a cycle for tutor training &amp; skill building</li> <li>Increase diversity among volunteer and professional tutors</li> </ul>	<ul style="list-style-type: none"> <li>Work with a partner to deliver some element of program</li> <li>Partnership and Competitive research project to better understand tutoring partners</li> </ul>
4. Ensure funding adequate to maintain and expand programming	<ul style="list-style-type: none"> <li>Diversify funding with an eye toward 3 years of reserves for an endowment</li> <li>SSND Relationship building</li> <li>Maintain grantwriting &amp; relationships with grantors</li> <li>Schools – working on strategy to secure public school/state funding</li> <li>Board – develop energy around fundraising – every board member</li> <li>Define opportunities that would open different pots of \$ for grant funding</li> <li>Donor database – finish volunteers/ students, build reports &amp; process</li> <li>Fundraising comm – focus for year?</li> <li>Sister Audrey event – each fall</li> </ul>	<ul style="list-style-type: none"> <li>Secure funding prior to starting Pre-K program</li> <li>Secure summer school funding</li> <li>Explore funding for diversity and inclusion grants – parent involvement</li> <li>Sister Audrey event – each fall</li> <li>Donor database – mine completed database and create donor strategy</li> <li>Secure funding to replace computers</li> <li>Build out Fundraising processes in SF, student data and / or volunteer (Shavlik grant)</li> <li>Research earned income strategies</li> </ul>	<ul style="list-style-type: none"> <li>Donor cultivation – build out</li> <li>Individual donor cultivation process</li> <li>Sister Audrey event – each fall</li> </ul>

<p>5. Maintain organizational strength and sustainability</p>	<ul style="list-style-type: none"> <li>▲ Focus on community – how do we become more known in community</li> <li>▲ Branding, Value Proposition, Messaging work – how do we differentiate who we are in the market?</li> <li>▲ Staff - Explore compensation alternatives: bonus, retirement, benefits ideas, Shore up the core staff</li> <li>▲ Add staff at Vento</li> <li>▲ ED experiences tutoring at each site – familiar and integrated into all schools</li> <li>▲ Board – committee commitments and expectations, expanding 6 yr commitment/ex-board on committees</li> </ul>	<ul style="list-style-type: none"> <li>▲ Focus on Diversity – Mission inclusive</li> <li>▲ Review current staffing, roles and responsibilities, support of org needs</li> <li>▲ Board – Evaluate new board member training</li> <li>▲ Hardware upgrades – server to cloud, computers at sites</li> <li>▲ External Marketing – content plan and focus for month</li> <li>▲ Branding – look at internally branding who we are</li> <li>▲ Explore staff realignment to support organization needs</li> </ul>	<ul style="list-style-type: none"> <li>▲ Finish hardware upgrades – server to cloud, computers at sites</li> </ul>
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