



C.E.S. FOUNDATION

STRATEGIC PLAN

SPRING 2018-2021

Mission Statement:

To enhance learning opportunities for students in C.E.S. schools and programs.

C.E.S. Foundation Value Statements:

- The Foundation work must align with C.E.S.' goals and objectives for student learning.
- Our grant giving should encourage growth and development in all curriculum areas as well as the social and behavioral development for all students including those with special needs.
- We have a responsibility to our donors to make the best use of funds donated in accordance with Foundation goals.
- We believe that a diversified donor base supports the goals of the Foundation.
- Classroom enrichment is a strategic way to foster creativity in instruction and learning.
- Parents of students in C.E.S. schools and programs are important to the work of the Foundation.

C.E.S. FOUNDATION STRATEGIC ACTION PLAN 2018-2021

Goal 1: C.E.S. educational staff plan creative and innovative programming for students.

Objective 1: To provide educational opportunities for C.E.S. students in all curriculum areas as well as the social and behavioral development for all students including those with special needs through the awarding of mini-grants.

ACTION STEPS	PERSON(S) RESPONSIBLE	BEGIN DATE	COMPLETION DATE	RESOURCES AND PROJECTED EXPENSES
1. Reach consensus on direction and target areas.	BOD	Spring of each year	August of each year	Time or PR and BOD members
2. Inform C.E.S. staff of Foundation work, the mini-grant program and program grant initiatives.	Executive Director/BOD/PR & Communications Specialist/Administrators	June-September annually	November annually	Time of PR and Liaison to publicize, process/Time of BOD/Leaders
3. Brainstorm ways to increase participation in the mini-grant program (ex. Rolling grants)	BOD	Annually	September annually	Time of BOD/Administrators
4. Solicit applications from staff and establish process for receiving and processing applications for mini-grants	B. Pace/BOD	September annually	November annually	Time of review committee/Liaison/PR
5. Form committee to review applications	President	September annually	November annually	Time of Committee

6. Review applications and select grant awardees	Selection Committee	September Annually	November Annually	Time of Selection Committee
7. Award letters and check delivered to mini-grant recipients	B. Pace/President	November Annually	November Annually	Time of Committee
8. Awardees inform parents via letter that they have received a Foundation grant and provide a brief indication of its purpose or intent	Awardees	November	No later than December	Time of awardees to compose and send letter
9. Awardees report to BOD on success of project	Awardees	At BOD meetings; beginning at November meeting	No later than 12 months after award	Awardees time
10. Awardees report to their colleagues at faculty meetings	Awardees/administrators	Upon receipt of mini-grant	No later than 6 months after award	Awardee time/time from meetings
11. Recipients file reports related to the success of the mini-grant project and its impact	Awardees	June annually	June annually	Awardee time
12. Review and modify if necessary process for the next round of awards	BOD	June annually	June annually	Time of BOD

Goal 1, Objective 1

Indicators of Accomplishment:

1. Data on number of applications received – target 10% of eligible participants
2. Applications received from all eligible programs
3. Quality of applications received – target – all applications scored at 40 or higher
4. Positive impact of projects on student learning
5. Positive response from recipients on awards program
6. Funds expended appropriately.

C.E.S. FOUNDATION STRATEGIC ACTION PLAN 2018-2021

Goal 1: C.E.S. schools and programs plan creative and innovative programming for students.

Objective 2: To provide educational opportunities for C.E.S. students in all curriculum areas as well as the social and behavioral development for all students including those with special needs through the awarding of program grants.

ACTION STEPS	PERSON(S) RESPONSIBLE	BEGIN DATE	COMPLETION DATE	RESOURCES AND PROJECTED EXPENSES
1. Identify foundation funds available for program grants	BOD	When budget is established	November annually	Based on revenues
2. Invite programs to participate	BOD	After budget approval	November annually	Budget Amount
3. Review available grants	BOD	January	January	Time spent in reading proposals
4. Award grants	B. Pace/BOD	After approval	By end of January	Liaison time in processing checks/President time to write award letters
5. Award recipients present to the BOD on impact of the program grant	Program Administrators	May or September BOD meeting	By November BOD meeting	Time of Administrators
6. Awardees inform parents via letter that they have received a Foundation grant and provide a brief indication of its purpose or intent	Awardees	January	No later than February	Time of awardees to compose and send letter

Goal 1, Objective 2

Indicators of Accomplishment:

1. Number of grants applied for
2. Grants impact a broad number of students in the school or program
3. Number of administrators willing to participate in the grant process
4. Reports on success of program grants received.
5. Quality of applications received

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Goal 2: The C.E.S. Foundation has sufficient resources to support the C.E.S. mission.

Objective: To apply a variety of strategies to raise funds for the C.E.S. Foundation

ACTION STEPS	PERSON(S) RESPONSIBLE	BEGIN DATE	COMPLETION DATE	RESOURCES AND PROJECTED EXPENSES
1. Review and develop strategies for fundraising including parental support, foundation grants, United Way, corporation matches, payroll deduction, on-line giving, etc.	Dev/Comm. Committee/PR	Spring Annually	Spring Annually	Time of Committee
2. Review informational materials, brochure, Facebook and website	Dev/Comm. Committee/PR/Liaison	Brochure: annually FB, website, continuous	August Annually	Time reviewing materials/time to revise cost of printing materials/time of PR specials and BODR Rep
3. Plan fundraising campaign for subsequent year including signature event	Dev/Comm. Committee/BOD/PR/Liaison	Fall Annually	Spring Annually	Time
4. Evaluation of campaign	Dev/Comm. Committee/PR/BOD	After event	May annually	Time
5. Communicate success to parents, donors and communities	Dev/Comm. Committee/PR/BOD	Spring Annually	Annually	Time of PR/Time of Liaison

Goal 2

Indicators of Accomplishment:

1. Each strategy has a monetary benchmark
2. Increase of funds available for mini-grants and program grants
3. Database of diversified donors
4. Repeat donors

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Goal 3: Parents are aware of and support the work of the C.E.S. Foundation

Objective: To increase parent involvement

ACTION STEPS	PERSON(S) RESPONSIBLE	BEGIN DATE	COMPLETION DATE	RESOURCES AND PROJECTED EXPENSES
1. Insure parent representation on the Board of Directors	BOD	Annual review	Annual review	Time of BoD
2. Involve parents in reviewing of mini-grants	BOD/Selection Committee	November annually	November annually	Time of parent representative
3. Request parent support of fundraising activities (i.e., donations, sponsorship, obtaining auction items, attendance at events, etc.)	BOD/C.E.S. Administrators/parent representatives from school parent organizations	As needed at the start for each event	Prior to each event	C.E.S. Administrators/BoD/PR liaison
4. Seek parent input to identify programs that the Foundation could support.	BOD/C.E.S. Administrators	At Board meetings	By final BOD meeting	Time and finances

5. Include information on the Foundation in correspondence and newsletters sent to parents periodically.	C.E.S. Administrators/PR specialist/Communication Committee Members	As events occur	No later than one month after an event occurs	Time of responsible persons
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Goal 3

Indicators of Accomplishment

1. Parent representation on the C.E.S. Foundation Board of Directors
2. Number of parents attending foundation sponsored events
3. Number of parents supporting foundation sponsored events (mini-grant readers, providing auction items, etc.)

Final 01/19/18