

2019 ORS Strategic Plan



Vision: A Texas **without** generational poverty.

Mission: **Connect** Texans to higher education, and **build** educated communities.

Strategic Goals:

- Create Executive Staff Level
- Diversify Funding Pie
- Rebrand Programs as ORS
- Increase Awareness of ORS

Strategic Targets:

- One staff member 100% ORS
- \$100,000 in general funding
- Website overhaul & retrain staff
- Secure Google Ad Grant

Strategic Priorities	Public Relations	Website Development & Updates	Redesign ORS website and program websites to create a streamlined online presence. Priorities: branding, fundraising, & communication.
		Strategic use of Social Media	Rethink use of social media with the purpose of highlighting success stories. Priorities: branding & fundraising.
		Strategic Communications Plan	A plan that guides ORS' external communications: how, what, where, when, and who. Priorities: branding & communication.
		Guide Star Certification	Secure platinum level rating and promote to the public. Priorities: branding & fundraising.
	Organizational Development	Clarify Vision and Mission	Clarify ORS' vision and mission to establish direction for the future. Priorities: leadership & fundraising.
		Board & Advisory Councils	Develop clear committees and job descriptions for board members. Priorities: leadership & fundraising.
		Staff & Management Structure	Restructure staff hierarchy to include an Executive level positions. Priorities: leadership & fundraising.
		Organizational Internal Processes	Based on the OCAT, develop ORS' internal processes. Priorities: leadership & infrastructure.
		Theory of Change	Develop a model of how ORS will effect real change in our communities. Priorities: leadership, fundraising, & development.
		Model for Service	Develop a model of how ORS will deliver services. Priorities: leadership, fundraising, & development.
	Fundraising	Foundation Grants	Establish relationship with key foundations; leverage social media. Priorities: fundraising & development.
		Capacity Grants	Write and secure capacity grants. Priorities: fundraising & development.
		ORS Fundraising Events	Hire a professional fundraiser and develop a strategic fundraising plan. Priorities: leadership, fundraising, & development.
	Programming	Ensure Success of Current Programs	Achieve stated objectives & recruitment goals for current programs.
		Develop New Program Concepts	Brainstorm and develop draft plans from new ORS programs to pitch to foundations for funding. Priorities: fundraising & development.
		Model for Program Sustainability	Development a model for program sustainability beyond initial capacity grants. Priorities: leadership, fundraising, & development.
		Track Program Success	Implement a scorecard model for tracking success and forecasting problems. Priorities: leadership & development.