

## **VCEE 2018 Strategic Imperatives**

### **12-7-2018**

#### **Grow Sustainable Revenue By Diversifying Sources and Expanding Geographic Support**

1. Increase the net number of foundation partners by 100%.
2. Increase contributions from existing individual donors to 15% of total revenue.
3. Increase contributions from outside of Central Virginia to 20% of total revenue.
4. Recruit a more diverse board by adding one board member less than 40 years old, one of minority race, one from non-financial services sector, one female, and one not from Central Virginia.

#### **Drive Excellence in Content, Delivery and Outcomes**

1. Fund and implement a new Virtual Virginia EPF course throughout Virginia.
2. Analyze current programs to determine measurable outcomes and ensure alignment with VCEE's core mission. For each program, present investment, returns, and alignment with mission to the Board of Directors.
3. Reach and teach 20% more teachers per year (beginning with 2018 as a baseline).
4. Develop specific and concrete outcome measurements that clearly demonstrate the impact of VCEE programs on Virginia's teachers and students, including CRA-eligible populations.
5. Advocate with relevant stakeholders for a credential requirement to teach economics and personal finance. Demonstrate clear progress toward establishing this requirement.
6. Evaluate the VCEE operating model, to include financial and delivery efficacy, and present recommendations to the Board of Directors on improving program efficiency, effectiveness and impact.

#### **Raise Awareness of VCEE's Mission, Programs and Impact**

1. Create a strategic communications/public relations plan including clearly articulated steps, milestones, and measurements.
  - a. Develop a plan to leverage VCEE's 50<sup>th</sup> anniversary in 2020.
  - b. Increase the net number of advocates by forging relationships with partners in business and economic development (beginning with 2018 as a baseline).
2. Pursue a robust branding exercise, with outside expertise, to include:
  - a. Explore a name change and present recommendations to the Board of Directors.
  - b. Create a story about VCEE's mission, programs and impact, and present to the Board of Directors.
  - c. Explore engaging a public figure champion and present recommendations, including costs and benefits, to the Board of Directors.