

Stamford Public Education Foundation Strategic Plan



Dear Friends of SPEF,

The Stamford Public Education Foundation has been serving the Stamford community since 1996. Periodically throughout its history, SPEF has embarked upon a Strategic Planning process to evaluate the organization's strengths and weaknesses and set the Foundation on a path to maximize its potential and have the greatest impact possible in the Stamford community.

SPEF began its most recent strategic planning process in September 2016. Our process included gathering input from Stamford Public School teachers, school administrators, parents, students, Board of Education members, non-profit leaders, the business community, SPEF volunteers, the Superintendent, Assistant Superintendents, and more.

SPEF organized a Strategic Planning Committee comprised of membership from both staff and the Board of Directors. Upon receiving feedback from various constituent groups and conducting research on peer education foundations throughout the nation, SPEF identified four areas of focus, while revamping its mission, vision, core values and tagline.

SPEF Mission: To deliver educational programs and resources that elevate student, educator and parent success by bridging the gap between needs in the Stamford Public Schools and resources in our community.

SPEF Vision: Each and every student in the Stamford Public Schools will graduate from high school prepared and inspired to be a productive member of society.

SPEF Strategic Planning Goals:

- Expand programmatic impact
- Diversify and grow revenue streams
- Increase organization's visibility and brand awareness
- Enhance board development

I invite you to learn more about SPEF's Strategic Plan and familiarize yourself with our strategy for ***Educating and Empowering Stamford's Next Generation.***

Thank you,



Matthew Quinones
Chief Executive Officer



Barbara Aronica-Buck
Board of Directors, President

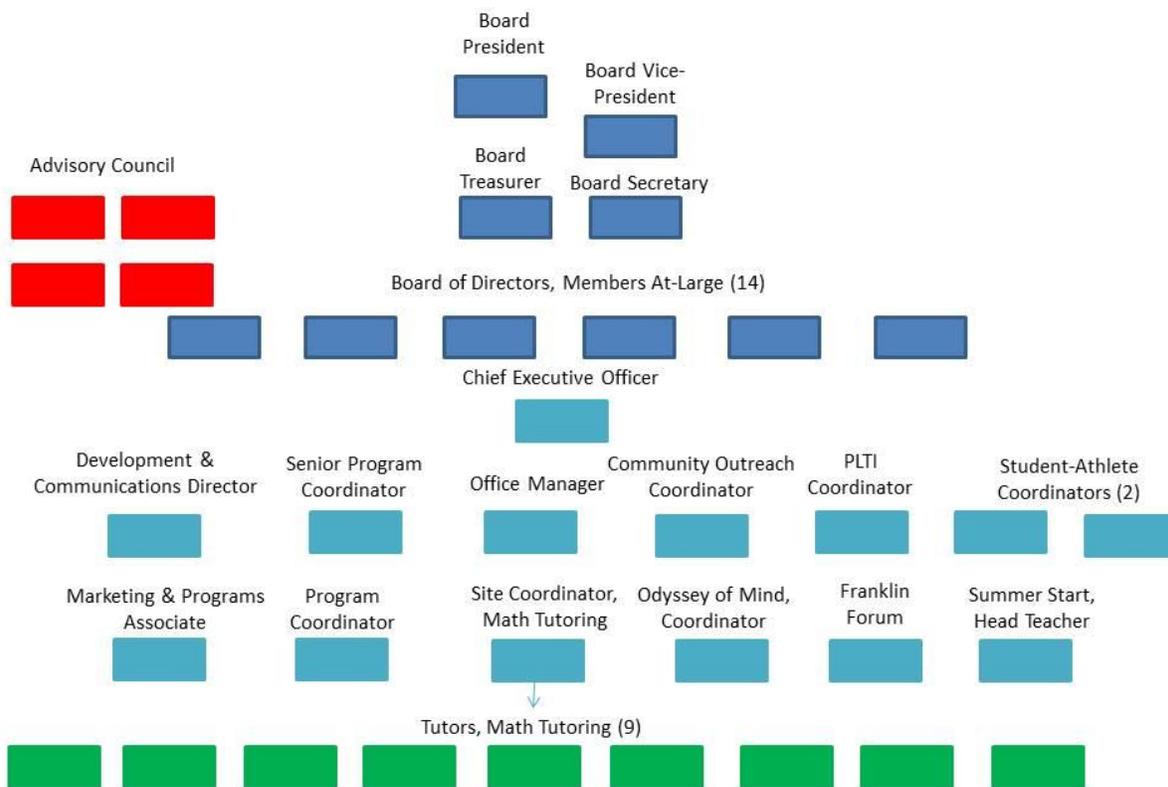
Introductory Statement:

The SPEF Board of Directors launched the Strategic Plan Committee on September 22, 2016. The intent for the committee was to evaluate SPEF’s current; mission, vision, core values, delivery of services and future capabilities to establish a strategic plan for the next 3 years. Members of the Strategic Plan Committee include SPEF Board of Director members at-large; Annamaria Csizmadia, Willard Miley, SPEF Secretary Alice Knapp, and SPEF CEO Matthew Quinones.

Background Statement:

Founded in 1996, the mission of the Stamford Public Education Foundation (SPEF) is to support the students & teachers in Stamford’s Public Schools through community collaboration & philanthropy. Our goal is to elevate student, educator & parent success by delivering programming & resources that will enable every student in the Stamford Public Schools to graduate from high school ready to succeed: in college, career training or full-time employment.

Organizational Structure:



Vision:

Each and every student in the Stamford Public Schools will graduate from high school prepared and inspired to be a productive member of society.

Values:

- Passionate
- Collaborative
- Integrity
- Professional
- Resourceful

Mission Statement:

To deliver educational programs and resources that elevate student, educator and parent success by bridging the gap between needs in the Stamford Public Schools and the resources in our community.

Tag Line:

Educating and Empowering Stamford's Next Generation

Problem Statement:

SPEF has struggled to market its programs and establish sufficient brand awareness to grow its donor base across both individual and institutional prospects. SPEF also lacks sufficient bandwidth to evaluate programmatic impact, develop a major gifts program, improve marketing and brand awareness. SPEF has identified a need to improve its board accountability and board structure.

Goals:

1- Continue Expanding Programmatic Impact: SPEF has implemented programs that serve each of Stamford's public schools, directly address the needs of students and/or teachers, and have measureable results that elevate student performance. With close collaboration with the district SPEF looks to enhance current offerings and implement new programs, with a sharp focus on student, educator and parent needs.

2- Diversify and grow revenue streams: SPEF seeks to receive substantial funding from each of its revenue sources to offset operational and program expenses, allowing the Foundation to consistently maintain an operating reserve equivalent with the organization's 6-month operational expenses.

3- Increase organization's visibility and brand awareness: SPEF seeks to increase its brand awareness and visibility in the community to enhance volunteer recruitment and fundraising opportunities.

4- Enhance board development: SPEF seeks to maintain an active and prestigious Board of Directors, with functioning committees with measurable goals.

Evaluation:

Following the approval of the Strategic Plan the SPEF staff will develop the action plan outlining the steps needed to reach the established goals. From there the appropriate metrics and timetable will be established and placed in the evaluation section of the strategic plan.

APPENDIZ A

SOAR Analysis:

Strengths

- Programs – caring
- Staff – passion
- Adaptability – Breadth
- Flexibility – competency in our field
- Credibility with key partners (relationships with key stakeholders)
- Respect for SPEF’s capabilities to deliver services

Achievements

- Presence in all schools
- Collaboration
- Creativity

Opportunities

- Strengthen relationships with SPS
- Summer Start – follow progress of students from pre-k
- Diversify and grow donor base
- Potential for Merging with peer non-profits
- Connection of SPEF and programs
- Expand on current programing
- UConn Model of Mentoring
- Mental Health Collaborative
- Guidance for College Students (not stopping at 12th grade)

Trends

- Young, upward moving population
- Immigrants
- City life/urban lifestyle
- Collective impact
- Mentoring (i.e., Dalio)
- Wrap around services
- Technology impact – how can it impact our brand?

Resources Needed

- Technology
- Raise funds
- Staff
- Data sharing
- Board Development

Aspirations

- Give life to our education community
- Diversity
- Community involvement
- Trust
- Invested and great teachers
- Parental involvement
- Urban
- Opportunity
- Size of schools/district

Health & Vitality

- Change perceptions of our schools
- Raise the percentage of minority teachers
- Celebrate diversity
- Sustainable funding
- Facilities
- Stable funded schools
- Professionals in classroom

Thriving and Productive Relationship – SPEF, SPS, Surrounding Organizations

- Successful Cradle to Career
- Stable funding – efficient use of resources
- SPEF is go-to people for BOE – not always doing more with less

How Measure Success

- Presence in schools
- Brand recognition
- Mentor for every child who needs it
- Look at data – expand view
- If programs are successful, then SPEF is successful
- Program reach – benchmark
- How broad
- Dovetail: align with mission of SPS
- Follow the alumni achievements/progress