STATEGIC PLAN 2020

EMPOWERING YOUTH THROUGH TECHNOLOGY & THE ARTS
OUR MISSION

Digital Vibez Inc.’s mission is to empower youth in diverse and underserved communities through dance fitness, technology and the arts.
Digital Vibez is a 501(c)(3) nonprofit organization headquartered in Palm Beach County, Florida. Digital Vibez started as an organization dedicated to ensuring youth and community members had access to technology and computer literacy courses. The founder, Wil Romelus, had a desire to encourage health and fitness through dance and technology. What started as computer literacy classes and family nights at a local elementary school grew into an organization that encompasses dance fitness, creativity, mentoring and technology as a way to engage youth in positive activities. Wil recognized a need for more positive alternatives when he was robbed at gunpoint by a local teenager shortly after starting Digital Vibez. After the robbery, Wil had the opportunity to speak to the teen and his mother. It was then he realized that the teen’s choice to make such a negative life-changing mistake came from a lack of access to positive opportunities. This experience helped motivate Wil to always keep pushing the mission of Digital Vibez forward. Wil knows all too well what it is like not to have positive influence around. He often recalls how raising himself and his brother from a young age helped keep him grounded. Today Wil focuses on hiring staff from the local community who look like and can relate to the youth they serve.
STRATEGIC PLANNING

Digital Vibez is committed to improving as an organization to meet the needs of our community and stakeholders. In May 2020, our organization underwent the strategic planning process. The goal of this strategic plan is to create a roadmap for organizational sustainability, growth and development.

THE PROCESS

The strategic planning process was a 12-week process where our board members, executive director, leadership and program staff engaged in activities, surveys and discussions centered around the past, present and future of the organization. These tasks focused on identifying our organization’s strengths and weaknesses and mapping out the goals for Digital Vibez. The engagement and input from staff helped ensure that the goals spoke to the needs and vision of Digital Vibez’s internal staff and external stakeholders.

WHAT THE BOARD AND STAFF MEMBERS ARE SAYING:

"Digital Vibez promotes creativity and fun, sending out a message to multiple generations of youth that with persistence and hard work anything is possible." - Staff

"[Our programs] allow students to think creatively and critically in a safe judgement-free environment." - Staff

"[Our programs] not only help the kids and the adults [we serve] but also the team that works for Digital Vibez. [This work] keeps a smile on our faces." - Staff

"I feel that Digital Vibez is important because we serve underprivileged communities and work with youth to defeat childhood obesity." - Board Member

"The reason Digital Vibez is important is that we want to give equal opportunities to every child so they get the same programs as every one else." - Board Member
Digital Vibez grew from a desire to serve the community and help advance the technology skills taught to underserved youth. The founder, Wil Romelus, saw a need for engaging activities for youth when he was robbed one day by a local teenager. He recognized that there was a gap in engaging activities for teens and that when given other alternatives, youth would not choose to participate in illegal activities.

The passion and commitment of the staff can be felt as they engage with youth, community members and funders. There is room to increase the capacity of the team through professional development and trainings. One of the goals is to create trainings that help align all team members with the mission of the organization and to implement strategies to achieve the organization's goals. The organization could benefit from creating a clearer description of board member involvement and activity.

**Strengths & Weaknesses**

**Strengths**
- Programming that meets the needs of youth
- Strong board of directors
- Strong relationship with community partners
- Strong relationship with funders

**Weaknesses**
- Improving board member involvement
- Strengthen organization's core values
- Improving organizational workflow
- Increase staff capacity
Our programs provide support services and awareness opportunities to promote the importance of positive health outcomes in youth. Physical activity and engaging youth in positive programming leads to decreased stress and positive outcomes in youth education. The ability to meet youth in large groups has contributed to a lot of the success for Digital Vibez. In the current climate, this has also become a threat. The limitations on large group gatherings and the use of technology to deliver programs virtually is now a potential opportunity for Digital Vibez to pivot. The ability to reach most of the audience digitally has provided the potential to expand beyond the current target audience. Digital Vibez can expand to other counties and cities to provide programming and services to students all over the country. In order to achieve this, the organization has to expand the current leadership to better utilize our current staff’s skills. The goal is to create more full-time leadership team members and add positions to support other aspects of the organization's operations.

**Opportunities & Threats**

**Opportunities**
- Expanding programming into Broward County
- Creating curriculum for program delivery
- Expanding organizational leadership

**Threats**
- Covid-19 pandemic limits large gatherings
- Potential funding limitations due to Covid-19 pandemic
- Many organizations choosing virtual-only formats for youth programs
FITNESS & WELLNESS

Digital Vibez specializes in reaching out to underserved communities to encourage engaging in an active lifestyle. The benefits of regular fitness activities and wellness are endless. Studies show that the average child needs sixty minutes of physical activity daily in order to maintain a healthy mind and body. Physical activity enhances the blood flow in the brain to improve test scores, attention span and behavior. By introducing fun, interactive dance activities, we aspire to show families that exercise can be fun, free, and a part of everyday life. Together, we can decrease childhood obesity and health issues that may arise in a child’s lifespan which leads to adult health problems.

MENTORING

Digital Expressions Lifetime of Consequences Adolescent Mentoring Program (DELCAMP) is our mentoring program funded by United Way of Palm Beach County. DELCAMP is a program created for youth ages 9-18. This program is fun and exciting while challenging youth to express themselves in a safe environment. Mentors help expose youth to different mediums of expression such as creative writing, audio and video production, dance and discussions. At the end of the program youth will have gained more awareness regarding the consequences of negative actions and how to put their energy into positive outlets of expressions to express themselves in a more confident and positive way.

ARTS

Digital Vibez incorporates arts and creativity in everything we do! Creativity is crucial to youth development. Our programs allows youth to exercise their creativity while learning applicable skills that will help support their academic performance. An example is the Literacy Through Lyrics program. This program allows the youth to create their own lyrics while practicing literacy skills through music. Our KidsFit Jamathon and Fitness Jamz allow students to participate and engage through dance and performance.

TECHNOLOGY

Technology is everywhere and provides us with a myriad of benefits. When used correctly, technology can improve a child’s cognitive development. We offer a number of programs that will teach children the importance of technology as well as how to use it. Some of our programming that emphasizes technology are Digital Expressions which is a program that exposes youth to Hip Hop, Audio Production, Photo/Video Production and Literacy through Lyrics! We also have Digital Djing and Digital Photo and Video Production programs.
What is one thing that everyone has access to right now? A smile! The only problem is it can be hard to smile when you do not know where your next meal will come from. That is why Digital Vibez has partnered with Eat Better Live Better to help feed families throughout Palm Beach County during the COVID-19 pandemic.

Project Smile is a weekly pop-up program where the families’ smiles will be the payment for the groceries to feed their family. Every week we will take the Digital Vibez bus with music, a live DJ and dancing to visit different communities and provide families with groceries and fresh produce. During these uncertain times as families deal with the challenges of the COVID-19 pandemic, we want to bring a smile to the faces of as many families as possible.
Digital Vibez programming focuses on improving outcomes for our youth and community. Our programs improve health and wellness outcomes while encouraging creative expression. The goal of our programs is to keep youth engaged in positive activity that will improve health and wellness overall.

**OUR OUTCOMES:**

**Improved literacy skills**
Youth who participate in our programs have improved reading scores and increased interest in reading. Youth also have an increased vocabulary.

**Improved engagement in their community**
Youth have reported an increased desire to engage in their community through service events and civic engagement.

**Improved social and emotional learning**
Youth feel more connected to their peers and better prepared in school.

**Decreased risk of Type 2 Diabetes**
Digital Vibez encourages high-intensity cardio which is proven to decrease the risk for Type 2 Diabetes.

**Increased physical activity in youth**
Our programs are about getting participants moving which increases energy and positive mood.

**Reduced risk of childhood obesity**
Our programs encourage healthier lifestyles which decrease the risk of childhood obesity.
Digital Vibez will be working hard over the next three years to execute strategic goal designed to expand our reach and elevate our organization. Over the next three years, we will reach more organizations directly by expanding outside of Palm Beach County. We will continue to inspire others to engage in healthier lifestyles and encourage inner-city youth to explore learning through technology. Our existing programs and services are important building blocks to continue to have maximum impact in our communities and we will begin to reach beyond our current programs. A key part of our strategy to expand our reach is to create virtual programming that can be accessed anywhere in the world. These programs can be subscribed to through the Digital Vibez app or through an online subscription. Another goal is to strengthen our staff’s capacity through education and training. Our final strategic goal is to expand into Broward County. This will allow us to reach more people through our programs and build a network of local constituents who are connected to our organization and our mission. Through these goals, we will be able to constantly work toward our mission to educate youth in diverse and underserved communities through dance fitness, technology and the arts.
STRATEGIC GOAL 1

Providing virtual programming that reaches more audiences outside of Palm Beach County. This will be done through online delivery methods and through our Digital Vibez app.

MEASURING SUCCESS:

Digital Vibez will track and measure the number of app downloads and subscriptions purchased. The program director and the creative manager will work with the executive director to find ways to expand programming virtually. The strategy will be to form collaborative partnerships with organizations that serve youth and need to provide more active programming. Digital Vibez will track the number of youth served through these organizations and include pre and post surveys into the subscription programs and app. This will allow Digital Vibez to track how effective the programming is and how many people are being served virtually. The resources needed to achieve this goal are the Digital Vibez app (available on Android and iPhone), allotted staff time and grant support to keep the technology of the app up to date.
STRATEGIC GOAL 2

Our goal is to strengthen our staff’s capacity through education and training. This will allow our executive director to spend more time building strategic partnerships and engaging in strategic visioning.

MEASURING SUCCESS:

Digital Vibez will engage staff members in education and training to further develop their skills. The goal is to train a minimum of two team leads into roles where they can lead programming at new sites with minimal supervision. The team leads will work with the program director and the executive director to achieve these goals. With more staff in leadership roles we can focus on expanding our reach into Broward County and build strategic partnerships throughout the region. Success would be measured by having two new contracts in Broward County with leadership staff able to run satellite sites outside of Palm Beach County. In order to reach this goal, the executive director will work with program staff and team leads to provide training and development. Resources needed will be funding to help support the cost of training.
STRATEGIC GOAL 3

Expanding services into Broward County through strategic partnerships and collaborations.

MEASURING SUCCESS:

Digital Vibez will form strategic collaborative partnerships with youth organizations and compatible stakeholders who have a need for engaging programming that increases wellness outcomes. With more leadership staff members to maintain operations and organizational needs in Palm Beach County, the executive director will have the ability to travel more frequently to Broward County to build partnerships and form relationships in prospective areas Digital Vibez would serve. The primary resources required to meet this goal are funding to support the cost of travel and materials for new programs.
Digital Vibez started as a nonprofit dedicated to ensuring youth and community members had access to technology and computer literacy. This desire to ensure health and fitness remained a priority while finding engaging ways to encourage youth participation has helped Digital Vibez grow into one of the leading nonprofit organizations in Palm Beach County.

The desire to motivate and inspire children to dance, stay fit, and live healthier lives birthed the creation of our flagship event, the KidsFit Jamathon. Digital Vibez programming includes our annual KidsFit Jamathon, Fitness Jamz, Digital Expressions, Digital Djing, Photo and Video productions, Wellness Workshops and Fitness Fiesta. Digital Vibez has participated annually in the Lets Move campaign that encourages healthy movement and physical activity. The goal of our programs is to subtly teach participants how to create healthier habits through fun and engaging activity. Our technology components teaches participants how to utilize equipment and access technology while learning valuable skills. Our programs have a variety of benefits including: improved literacy skills, improved community engagement, improved social and emotional learning, decreased risk of Type 2 Diabetes, increased physical activity in youth and reduced risk of childhood obesity.

Digital Vibez will be working hard over the next three years to execute strategic goals designed to expand our reach and to elevate our organization. Over the next three years, we will reach more organizations directly by expanding outside of Palm Beach County. We will continue to inspire others to practice healthier lifestyles and encourage inner-city youth to explore learning through technology. A special thanks to our current funders and supporters who have helped us to advance our organization and continue to work toward our mission. As we continue to grow in capacity, we are confident that we will continue to educate and reach those in underserved communities through dance fitness, technology and the arts.