



**STRATEGIC PLAN
May 2017**

TIME FRAME

GOAL

3-5 years	Pay off mortgage. Assess continued ownership of Headquarters
Bonding	Upgrade headquarters
Campaign	Build new residential facility
Campaign	Increase salaries & Implement annual COLA
Bonding	Upgrade technology (computers, server, phone system, security)
Campaign	Increase endowment
Campaign	Hire additional educators & counselors
1 year	Create Social Media Procedure & Review/Revise policy
3-5 years	Revisit Organization's name
1 year	Consider/Add fourth fundraising event