Through the planning process, the strategic planning task force developed a set of Strategic Priorities, Objectives and Action Steps, which will be used to guide the organization for the next three years. The Strategic Priorities are the high-level priorities of the organization and are designed to provide a roadmap for the agency. Objectives add detail and context to the Strategic Priorities and capture how the organization will assess and measure progress. Lastly, the Action Steps offer guidance and structure for how CATCH will make progress toward its Strategic Priorities. The development of the Strategic Priorities, Objectives and Action Steps was guided and informed by the Task Force meetings, strategy sessions, and community engagement.

The five Strategic Priorities for CATCH for 2022–2025 are:

1. **Curriculum & Programs**: Drive institutionalization and continuous improvement of CATCH’s preventative, population-wide PreK-12 physical, mental and emotional health education programs through multiple touchpoints with educators and all relevant stakeholders within CATCH communities to cultivate Whole Child wellness.

2. **Program Communications & Evaluation**: Invest in ongoing program evaluation to better measure and understand the educator and student experience, success of grant-funded initiatives, how CATCH programs influence students to adopt and sustain healthy behaviors, and how programmatic needs and outcomes are evolving.

3. **Diversity, Equity, Inclusion, and Justice**: Commit to addressing DEIJ in a holistic way so that CATCH can articulate and hold itself accountable to DEIJ goals that impact both internal and external stakeholders.

4. **Organizational Management**: Invest in human resources to maintain a highly motivated and productive team and flexible organizational structure that balances internal and external priorities and results in a healthy work environment.

5. **Funding & Revenue**: Ensure CATCH is well-resourced to achieve its mission by developing a sustainable and collaborative funding model that emphasizes issue advocacy, as well as depth of educator relationship and community experience over breadth of reach.
Strategic Framework

Strategic Priority 1

Drive institutionalization and continuous improvement of CATCH’s preventative, population-wide PreK-12 physical, mental and emotional health education programs through multiple touchpoints with educators and all relevant stakeholders within CATCH communities to cultivate Whole Child wellness.

Objective 1.1

Deepen educator relationships by providing multiple touchpoints, ongoing engagement through a supportive community of practice, and access to high-quality content and professional development opportunities that are responsive to their specific needs and evolving trends in whole child health.

Objective 1.2

Establish a sustainable infrastructure to support ongoing program development based on user needs and responsive to evolving scientific and pedagogical information and best practices.

Objective 1.3

Invest in a reliable and robust digital platform that integrates with schools’ existing LMS platforms and allows for systems to monitor and stimulate CATCH.org usage to help identify mechanisms for educator adoption and retention.
Strategic Priority 2

Invest in ongoing program evaluation to better measure and understand the educator and student experience, success of grant-funded initiatives, how CATCH programs influence students to adopt and sustain healthy behaviors, and how programmatic needs and outcomes are evolving.

Objective 2.1
Develop systems to measure and assess educator engagement, satisfaction, and student outcomes, and use this data to drive continual improvement of CATCH programs, ability to respond to real-time community needs, and ability to continually demonstrate CATCH’s impact on diverse measures of student and school health to funding partners.

Objective 2.2
Provide an educator experience that is consistently described as simple, substantive, coordinated, trustworthy, and relevant.

Objective 2.3
Build a sustainable process to systematically collect and share stories and testimonials from partner communities that uplift the community’s voice (particularly those who have been historically marginalized), inspire others to engage with CATCH’s mission, and demonstrate CATCH’s impact in transforming the lives of students.
Strategic Priority 3

Commit to addressing DEIJ in a holistic way so that CATCH can articulate and hold itself accountable to DEIJ goals that impact both internal and external stakeholders.

Objective 3.1
Develop a meaningful, well-articulated diversity, equity, inclusion, and justice (DEIJ) statement that outlines goals and action steps needed to advance the organization’s commitment to equity and inclusion, internally and externally.

Strategic Priority 4

Invest in human resources to maintain a highly motivated and productive team and flexible organizational structure that balances internal and external priorities and results in a healthy work environment.

Objective 4.1
Establish and formalize internal communications systems that support staff in maintaining a consistent understanding of organizational mission and vision, operations, and activities occurring across the organization.

Objective 4.2
Provide an employee experience that is consistent with our values (COMET) with an ongoing commitment to invest in team professional development and growth opportunities for every team member.
Strategic Priority 5

Ensure CATCH is well-resourced to achieve its mission by developing a sustainable and collaborative funding model that emphasizes issue advocacy, as well as depth of educator relationship and community experience over breadth of reach.

Objective 5.1
Establish and create a funding model that promotes internal collaboration and enables CATCH to inspire all funding partners to participate in the CATCH mission.

Objective 5.2
Set and achieve ambitious financial goals focused on philanthropic and direct-school financial support (including outreach to low-income communities and coalition building) that enable the organization to adequately respond to community needs, market demand, and overall growth and that support large-scale expansion in lower-income communities around the world with greatest student health needs.