



Strategic Plan 2022-2024 Summary

Our most current strategic plan was approved by Tech Impact's Board of Directors in January 2021. We will follow this new strategic plan for the next three fiscal years, and our progress toward those goals is reported each month to the Board of Directors during board meetings.

Tech Impact's strategic plan for Fiscal Years 2022 through 2024 focuses on how our mission produces a positive social impact and builds career pathways and wealth for underrepresented individuals, with an emphasis on embedding diversity, equity, and inclusion in all of our activities and programs. We will invest in our operations and programs to grow our topline, margins, and geographical reach to expand our social impact, and will define and implement key performance measures, which will help us tell our story to our constituents in a way that captures the full extent of how we produce greater social impact for the people, businesses and communities that we touch.

Four key recommendations include:

- Place a greater emphasis on the aspects of our mission that produce a positive social impact.
- With a view toward growing the topline, margins, and geographical reach to support social impact, invest in operations using a Core/New/Wow framework.
- Define and measure the social impact that Tech Impact produces across its lines of business.
- Tell the Tech Impact story in a way that i) captures the full extent of how its integrated operations produce greater social impact for the people, businesses and communities Tech Impact touches and ii) ensure that staff, funders, and other influencers hear the story.

Using the Core/New/Wow framework, Tech impact is committed to:

- Invest to build back-office systems
- Define and implement formalized training pathways of our associates
- Develop cohesive messaging about social impact and share broadly across communities where we work
- Increase bench strength in key areas, adding resources to growing areas of the organization.
- Invest in R&D in IT services to ensure most modern offerings
- Develop LMS platform for hybrid workforce development curriculum/expand offerings
- Develop all access pass for TLC/all NP training (training price model)
- Automate help desk (self-service, bots)
- Conduct feasibility study to change organizational structure that creates potential for wealth gap vehicle for associates
- Revise PunchCode revenue and funding model to be more inclusive
- Expand geographic reach with a view toward enhancing social impact

Our new strategic plan, and the evolving COVID-19 environment, will guide our plans for moving forward.