



EDUCATION
FOUNDATION
— of Okeechobee

Strategic Plan

2021 - 2022



MISSION

The Education Foundation is committed to supporting the students and staff of Okeechobee County Schools in their vision of achieving excellence

BOARD OF DIRECTORS

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LEADERSHIP

Utilize dedicated board expertise to implement a strategic plan to improve and support education to transform lives in Okeechobee County

COMMUNITY

Grow community support of education to value and celebrate academic achievement

STUDENT ACHIEVEMENT

Maximize resources and services for greatest impact to educators and students

SPECIFIC, MEASURABLE, REALISTIC TARGETS THAT MEASURE THE ACCOMPLISHMENT OF OUR GOALS

A. LEADERSHIP

	CURRENT	2021	2022
A1. Increase number of dedicated staff managing Foundation activities	0	1	1
A2. Improve board member diversity (demographics, private sector, etc.)	0	7%	6%
A3. Fundraise for Foundation activities	\$4,700	\$100,000	\$75,000

B. COMMUNITY

	CURRENT	2021	2022
B1. Increase number of Foundation donors by 20%	183	220	264
B2. Increase social media followers by 100% each year	200	400	800
B3. Increase volunteer engagement by 20% each year	50	60	72
B4. Increase number of applications for mini-grants received by 20% each year	64	77	92
B5. Increase percentage of high school seniors applying for scholarships by 10% each year	30%	33%	36%

C. STUDENT ACHIEVEMENT

	CURRENT	2021	2022
C1. Increase number of teacher support activities (i.e. mini-grants, etc.)	1	3	4
C2. Increase percentage of students considered ready for Kindergarten on the FLKRS assessment by 10% each year	35%	38.5%	42%
C3. Increase programming for connecting students to best opportunities after high school (scholarship program, workforce development, etc.)	1	2	3



A. LEADERSHIP

- A1.** Hire a capable and motivated executive director to manage Foundation activities and grow resources
- A2.** Analyze current board diversity. Create and implement a plan for increasing diversity based on demographics and business sector
- A3.** Complete board training to increase knowledge of skillsets of board members

B. COMMUNITY

- B1.** Revise annual luncheon to serve as fundraising event and/or turn into a virtual event
- B2.** Highlight student and Foundation success stories in annual awards ceremony (teacher grant success, scholarships, Take Stock in Children) via videos and utilize throughout the year to promote the Foundation and local education
- B3.** Create and implement a public relations plan and social media schedule
- B4.** Create and implement a plan for direct board member outreach to community organizations AND events
- B5.** Develop and implement annual campaign that includes a variety of ways to support the foundation (i.e. teacher grants, scholarships, general, etc.)
- B6.** Develop and implement advocacy strategy with the School District to fund the construction of new school facilities

C. STUDENT ACHIEVEMENT

- C1.** Develop and manage a teacher resource store
- C2.** Survey teachers and provide a professional development and/or training according to their needs
- C3.** Support the adoption of proven program(s) to increase literacy scores and increase percent of students entering school Kindergarten-ready (e.g., grade-level reading campaign, Footsteps to Brilliance)
- C4.** Raise funds to support additional Take Stock in Children scholarships to increase graduation rates
- C5.** Create and implement a student literacy mentorship program to improve grade-level reading scores
- C6.** Analyze District needs and gaps in student achievement to offer guidance on providing most impact to students (EduData.fldoe.org)
- C7.** Collaborate with CTE coordinator and IRSC staff to streamline and add more career and college planning services
- C8.** Perform current program audit to understand value and impact of current Foundation programming