



Pre-K 4 SA Strategic Plan

Kathy Bruck, CEO
Board of Directors Meeting

April 7, 2015

Agenda

1. Strategic Plan Overview
2. Strategic Plan
3. Quarterly Reports
4. Partnerships & Communication Goals



Strategic Plan Overview

- Goal activities, outputs, and outcomes
- Department leads ensure accountability
- Annual revisions of strategic plan, measures
- Quarterly reporting on progress



Pre-K 4 SA Strategic Plan



Strategic Plan Layout

Overview

- History
- Structure
- Development
- Reporting

Strategic Goals

- Goal
- Objectives
- Community Impact
- Tracking Progress

Priorities & Timelines

- Activities
- Performance Measures

Visual Aids

- Workflow for all details





Progress Reporting



Quarterly Reporting

- Status of activities

On Track for Target		Not on Track for Target	
May not meet Target		N/A	

- Pertinent quantitative metrics
- Component of quarterly report



Partnerships





Communication



Communication

I Brand Equity Metrics

- Brand awareness
- Ad awareness
- Intent

II Media Metrics

- Earned media hits
- Digital/social engagement



QUALITY learning.
PROVEN results.

- ISD engagement
- Partner ambassadorship

- application
- enrollment
- vote

III Partnership Metrics

IV Performance Metrics



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