



## STRATEGIC PLAN 2019-2022

Friendswood ISD Education Foundation

### MISSION

To support and enhance FISD by providing innovative and engaging learning opportunities for all students through meaningful relationships.

### VISION

We inspire innovation that launches today's students into tomorrow's successes.

### CORE BELIEFS

FEF shares the core beliefs of the Friendswood Independent School District:

- That learning is meaningful, relevant and ever-evolving which motivates students, educators, parents, and community members to be lifelong learners.
- Students learn best and succeed in a space where they feel heard, seen and connected.
- Student-teacher relationships are key to student success.
- Education has a responsibility to value and support all students' dreams and aspirations.
- Learning is unique to an individual's passions and needs.
- Public education provides well rounded educational opportunities for all.
- Communication, collaboration and real-world connections lead to profound learning.
- Interpersonal relationships and connections are vital to the learning of and the development of civility and respect.
- Education for the future provides for the ability to learn and problem solve.
- Every student has a right to a safe learning environment.
- Relevant, authentic, engaged learning provides the best opportunity for true growth.
- A well-rounded student is the product of academic, social, and emotional learning.
- A quality education creates a bridge for all students to become independent contributing adults.

### VALUES

#### Relationship Values

Community  
Education  
Leadership  
Service  
Stewardship

#### Operational Values

Innovation  
Integrity  
Responsibility  
Sustainability  
Transparency

## GOALS & STRATEGIES

### GOAL 1: ENHANCE AUTHENTIC TEACHING & LEARNING ACROSS FISD

- 1.1** Award grants for innovative and engaging learning opportunities
  - 1.1.1** Define innovative and engaging learning opportunities and develop guiding criteria to ensure grants align with FEF's mission
    - 1.1.1.1** Work with FISD Leadership to identify opportunities for Directors to interact with teachers and learn about grants
    - 1.1.1.2** Work with FISD Leadership to implement guiding criteria in 2020-2021
  - 1.1.2** Evaluate grant application/award process including grant presentations, communication, support, and recognition
  - 1.1.3** Design an annual grant report to evaluate trends and identify categories and departments to grow
    - 1.1.3.1** Work with FISD Leadership to promote grants among teachers/departments that have not applied
    - 1.1.3.2** Identify target areas to expand impact to "all students"
  - 1.1.4** Explore the idea of awarding Student Grants beginning in 2020-2021
- 1.2** Research FISD's educational needs for the coming years
  - 1.2.1** Explore new ways to support FISD
    - 1.2.1.1** Identify opportunities to build comprehensive community partnerships
    - 1.2.1.2** Assess feasibility of campus-wide grants in addition to district initiative
  - 1.2.2** Enhance relationships with FISD Administration, Principals and Teachers
    - 1.2.2.1** Executive Director will participate in FISD meetings, district/campus events, and be "present" on campuses
    - 1.2.2.2** Formalize Grant Liaison Program and promote on campuses
    - 1.2.2.3** Coordinate several touch points/drop-offs throughout the year
    - 1.2.2.4** Identify additional opportunities for FEF to be present on campuses
- 1.3** Showcase classroom innovations and achievements within and outside FISD
  - 1.3.1** Capture videos, pictures, and/or testimonials of grants for marketing
  - 1.3.2** Create Grants-in-Action social media campaign
  - 1.3.3** Highlight innovative grants within FISD to spur further innovation
- 1.4** Engage students in FEF's mission by updating Mustang Association
  - 1.4.1** Design and implement Student Grant Selection Committee framework

### GOAL 2: MAGNIFY FEF'S BRAND AND ENGAGEMENT ACROSS THE COMMUNITY

- 2.1** Build the FEF brand and brand awareness across the community
  - 2.1.1** Lead with mission in presentations, Board Meetings, and donor meetings
  - 2.1.2** Identify strategic community events to participate in
- 2.2** Generate a Marketing and Communications Plan to include press releases/media, social media, newsletters, marketing collateral, branding/advertising, website, etc.
- 2.3** Build strong relationships with all sectors of the community

- 2.3.1** Executive Director and Board Members will represent FEF at community networking events such as chamber, Rotary, etc.
  - 2.3.2** Enhance communication with FISD parents
  - 2.3.3** Establish connections with small business and large corporations within and outside of Friendswood
  - 2.3.4** Executive Director will cultivate relationships with other local nonprofits/Executive Directors by participating in professional organizations and volunteering at events as available
- 2.4** Expand Board's role in promoting FEF across the community
  - 2.4.1** Foster communication between Executive Director and Directors
    - 2.4.1.1** Utilize FEF Blueprint, Mission Moments, meeting recaps, etc. to keep Directors informed
  - 2.4.2** Build Ambassador Program
    - 2.4.2.1** Develop "elevator speech," marketing collateral, slide deck, etc. and identify meetings and events for Directors to participate in
- 2.5** Communicate with all constituencies through a variety of media
  - 2.5.1** Grow social media presence

### **GOAL 3: EXPAND FEF'S RESOURCE BASE**

- 3.1** Expand the resource base through a broader array of fundraising initiatives
  - 3.1.1** Increase corporate giving
  - 3.1.2** Increase planned giving
  - 3.1.3** Increase giveback campaigns
  - 3.1.4** Assess opportunities to set-up recurring gifts and tribute gifts
- 3.2** Grow the endowment
  - 3.2.1** Evaluate Century Club program and marketing
  - 3.2.2** Recruit new members for Century Club
- 3.3** Build Annual Campaign
  - 3.3.1** Update package for 2020-2021
  - 3.3.2** Streamline a system for promoting Annual Campaign
- 3.4** Expand the number and type of in-kind contributions
- 3.5** Apply for grants from external foundations, corporations, and new potential partners
- 3.6** Assess impact of all FEF grants, programs, and events
  - 3.6.1** Set program and event goals with committees and monitor progress
  - 3.6.2** Conduct post-event recap meetings and reports
  - 3.6.3** Evaluate opportunity to add an additional family-oriented fundraising event

### **GOAL 4: GOVERN FEF WITH PASSION AND INTEGRITY**

- 4.1** Sustain a strong, working board of directors
  - 4.1.1** Recruit outstanding board members

- 4.1.2 Provide New Director Orientation and onboard support
  - 4.1.3 Engage each board member in fundraising, committees, and/or events
  - 4.1.4 Develop active committees with objectives aligned with FEF's strategic plan
  - 4.1.5 Conduct an annual Board Survey to assess director engagement and opportunities for growth
- 4.2 Assure financial and operational integrity and transparency
  - 4.2.1 Research, implement, and build a donor database including an event/auction platform and payment processing system
  - 4.2.2 Create formal agreements for in-kind donations, sponsors/underwriters, and Annual Campaign donors
  - 4.2.3 Implement accountability system based on metrics (Ex. # of students served, grants, dollars allocated, sustained programs, donors, avg. gift, new donors, etc.)
  - 4.2.4 Engage in annual planning, budgeting, and assessment based on metrics
  - 4.2.5 Provide annual goals and review for Executive Director
  - 4.2.6 Develop and implement FEF Organizational Guidelines
  - 4.2.7 Establish committee operating procedures as needed
- 4.3 Recognize and demonstrate appreciation to donors and volunteers
  - 4.3.1 Implement stewardship programs for all campaigns and events