



HENDERSON COUNTY
EDUCATION
FOUNDATION

Strategic Plan 2020-2023

We value education



Vision

The whole community is working together to ensure that all children excel in HCPS and succeed in life.

Mission

Serving HCPS, by investing in and responding to the whole child and the whole school to create a thriving community.

Values

- Public Education
- Collaboration
- Stewardship
- Equity
- Potential of Every Child

Value Statements:

- We value public education and the people that lead and believe our community has a role in ensuring that our schools are adequately resourced and supported.
- We value collaboration and believe community engagement leads to holistic student success.
- We value being good stewards of community resources and believe that by constantly learning, growing, and adapting we can achieve organizational excellence.
- We value equity and believe that including and uplifting every student's voice is critical to creating a better future.
- We value the unique genius and leadership in each student and believe in nurturing their potential for success in life.

Strategic Directions:

1. Serving Students *Engage the community to meet the needs of students to overcome multiple educational barriers.*

Goals:

- Develop flexible resources to meet the urgent and emergent needs of vulnerable students.
- Reshape college scholarship opportunities and college-going supports for students experiencing poverty or first-generation college attendees.
- Coordinate and support existing opportunities for the community to serve as tutors and mentors to meet the needs of vulnerable students.
- Uplift the voices of children of color and respond to their experiences and challenges.

Strategic Directions: (cont'd)

2. Supporting Teachers *Advocate for and implement innovative community-driven supports that help retain quality teachers.*

Goals:

- Develop tools for hearing from and lifting up the voices of teachers. (e.g., survey, focus groups, Blue Ribbon Committee)
- Inform the community about teacher challenges that contribute to teacher attrition.
- Engage the community to pilot innovative strategies to respond to teacher needs.
- Explore promising practices to support an initiative of growing our own teachers so that our teaching and administrative staff matches the diversity of our students.

3. Strengthening Schools & Student Enrichment *Respond to the need for investment in school-based programs that enrich the whole child.*

Goals:

- Provide on-going funding for Leader in Me so that new schools have an opportunity and existing schools can continue implementation.
- Increase district capacity to support students in STEM, literacy, and arts learning.

4. Building Internal Capacity *Expand Community awareness & sustainability for HCEF.*

Goals:

- Fully implement the communications plan and prioritize communications in the budgeting process.
- Invite community members as advisors to the board of directors and as ambassadors for the organization on specific initiatives.
- Create scholarship gift acceptance policies to sustain the scholarship program and increase impact on students.
- Develop program budgets that are inclusive of all operating costs.
- Develop a data collection system to better understand how HCEF's programs and resources are impacting our students.

Strengthen fund development.

Goals:

- Expand staff to 2 FTE to meet increased needs for fundraising and programming.
- Increase individual donors.
- Develop a monthly giving program to make giving more accessible to younger donors.
- Grow major donors and map out preliminary steps to receive planned gifts.
- Implement a robust recognition plan - review current recognition for all types of donors and sponsors, and make necessary improvements.

