



STRATEGIC PLAN 2015-2018

MISSION

The mission of the La Crosse Public Education Foundation is to enhance learning opportunities for students in the School District of La Crosse and to promote community understanding and support for public education.

KEY STRATEGIES

Increase our impact and fulfill our mission to “enhance learning opportunities for students in the School District of La Crosse.”

Expand our visibility and “promote community understanding and support for public education.”

Improve fundraising and maintain or create development programs to support our mission.

Strengthen the organization through sound management and financial practices supported by an involved and dedicated Board.

MAJOR INITIATIVES

STAFF DEVELOPMENT: Work with the School District of La Crosse to identify a staff development need that is grounded in community issues -- such as poverty, diversity or mental health -- and develop support for a sustainable training program.

Objectives:

- ✓ Provide funding for staff development that is grounded in community issues.
- ✓ Partner with SDL efforts such as Barriers to Learning and the staff development committee, and perhaps with the La Crosse Education Association, to identify and develop a plan to address staff development needs.
- ✓ Involve/engage parents and other community organizations in the effort.
- ✓ Create opportunities for seeking grant funding from new sources.

Timeline: Development during 2015-16 school year with possible launch Fall 2016.

PROMOTE PUBLIC EDUCATION: Support the School District of La Crosse in its efforts to “become the school system of choice in the region.” Help people understand why they should choose La Crosse public schools – as a family/parent, taxpayer, employer and potential donor.

Objectives:

- ✓ Work with the School District of La Crosse to develop a campaign to promote the rich cultural opportunities and experiences available in the District.
- ✓ Identify and promote unique educational opportunities in public schools.
- ✓ Create a strong sense of community built around the experiences in public schools.
- ✓ Support the La Crosse Promise and its efforts to transform the City of La Crosse by linking education and neighborhood revitalization.
- ✓ Increase awareness of the La Crosse Public Education Foundation.
- ✓ Identify opportunities for grant funding to support the campaign.

Timeline: Begin Fall 2015, complete implementation by Spring 2017

INCREASE IMPACT THROUGH INCREASED REVENUE: Increase revenue from current fundraising events and appeals, while creating new programs for community and corporate contributions.

Objectives:

- ✓ Increase revenue from fundraising events.
- ✓ Increase revenue from School District staff and other semi-annual appeals.
- ✓ Grow the distribution list for appeal letters and emails through partnerships with school-related organizations.
- ✓ Identify two major corporate contributors to help with action items through time, talent or treasure.

Timeline: Launch Fall 2015 and continue through 2015-2018

DEVELOP PARTNERSHIPS: Be a “trusted” partner and nurture relationships with other organizations that have an interest in supporting the School District of La Crosse.

Objectives:

- ✓ Continue to improve existing relationships.
- ✓ Identify other organizations that have close ties to the School District of La Crosse and explore partnerships that could improve the effectiveness and impact of LPEF and the partner. Potential partners include:
 - The La Crosse Promise
 - PTOs
 - Alumni groups
 - The La Crosse Education Association and the La Crosse Area Retired Educators’ Association
 - Businesses, higher education institutions, health partners
 - Interact/Rotary/Kiwanis
 - Other local nonprofits serving children
- ✓ Identify opportunities for grant funding from new and existing sources.

Timeline: 2016-2018