



STRATEGIC PLAN 2019-2024

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 AND INITIATIVES

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

- **Emerging Priorities Initiative:** Work closely with the Superintendent to educate the LPEF Board on emerging District priorities and key initiatives. *Identify one new or continuing priority project each year*, and support that effort through LPEF funding and via targeted additional fundraising.
- **Staff Recognition and Rewards Initiative:** Increase public recognition and appreciation of teachers and other school staff members through new and expanded programs including rewards/incentives for identified staff.
- **Rapid Response Grants Initiative:** Create a new system of grant-making to supplement the existing twice-annual Gold Star Grants program, allowing for more rapid response to immediate needs and opportunities.

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

- **Community Involvement and Awareness Initiative:** Promote community understanding and support for public schools through greater involvement by businesses, parents and individuals – including through an expanded Adopt-a-School program supported by a District partnership specialist. Increase visibility/awareness of LPEF through improved branding/marketing.

OVERALL STRATEGY: Improve fundraising, expand our base of regular donors and maintain or create development programs to support our mission.

- **Growing Capacity Initiative:** Expand our base of regular donors and increase revenue from current fundraising events and appeals, while launching a major endowment campaign to support Random Acts of Kindness and continuing a focus on long-range planned gifts.

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

How LPEF strategic plan addresses issues/top concerns

Issues identified by LPEF committees	Response in plan
Some concern about flattening/falling donations to Spring & Fall appeals	New efforts incorporated in initiative for Growing Capacity Through Fundraising
To get to the next level, we might need to be more aggressive in fundraising, particularly at events	Ideas incorporated in Fundraising and Rapid Response initiatives
Grant applications may have plateaued – opportunity might be in third cycle or alternative approaches	Rapid Response Grants initiative
Little time to follow through with Adopt-a-School partners to ensure success	Support for District Partnership Coordinator/Specialist
While base of donors has grown, our outreach to parents and alumni has been ineffective	Ideas incorporated in initiative for Growing Capacity Through Fundraising
Top concerns of stakeholders identified in listening sessions	Response in plan
Student disruptive behavior, disrespect, profanity is a widespread problem that impacts classrooms -- and teacher morale	New initiative to boost morale by providing teacher/staff recognition. Also, LPEF could fund District programs if identified through Emerging Priorities initiative
Rising gap in equity in our community – many children are not having basic needs met	LPEF expects to continue providing support for district programs through Emerging Priorities initiative and funding requests through Gold Star Grants
Racial and cultural achievement gaps and barriers continue to exist; inclusivity lacking for marginalized groups (racial, gender identity)	LPEF expects to continue providing support for district programs through Emerging Priorities initiative and funding requests through Gold Star Grants
Parent issues: lack of skills, lack of parent involvement or poor attitude toward school (lack of concern about truancy, discipline)	LPEF could provide funding/support for District efforts if identified through Emerging Priorities initiative, or school grant requests
Mental health and substance abuse – among students and adults - is an ongoing/growing concern	Not addressed at this time; funding available for mental health needs through LPEF Kids for Kids account
Too much screen time, social media usage, bullying, sexting, etc.	Not addressed at this time; LPEF continues to support anti-bullying efforts of Coulee Region Compassion Alliance