

## VI STRATEGIC DIRECTIONS AND GOALS

### I Develop and Maintain Exceptional Program, Outreach and Impact

#### Goal 1

Develop outcome measures for quantitative and qualitative that contribute to WEC's success in serving students and families and generate long-term change.

#### Goal 2

Review current programs and identify gaps and opportunities related to emerging community needs, including those of older youth (18-24 years), pre-K age children, and programming during school breaks.

#### Goal 3:

Increase the student retention rate, particularly middle- and high-school ages, and the level of family engagement.

#### Goal 4:

Expand WEC's position as a strong, recognizable, welcoming neighborhood asset, hub, and bridge to the community.

#### Goal 5:

Schedule regular parent/caregiver meetings as parent/caregiver involvement is an asset and presents an opportunity for deeper family engagement.

### II Ensure WEC's Facility and Infrastructure Support Program Excellence

#### Goal 1:

Expand the facility committee to provide property guidance and oversight, make recommendations to the Board, and lead the Board in future facility planning.

#### Goal 2:

Perform an assessment of the facility and campus to identify and prioritize safety protocols, security, and general facility upgrades to support current and projected programming needs.

#### Goal 3:

Identify and obtain the necessary qualified staff and volunteers needed to support high quality programs and the funding required for competitive compensation.

### III Provide Ongoing, Relevant Board and Staff Development

Goal 1:

Offer trauma-informed professional development for staff, Board, and volunteers tailored to WEC's needs.

Goal 2:

Cascade DEI efforts throughout the organization, recognizing that increased employee well-being, board diversity and engagement, and a culture of inclusion supports a stronger organization.

Goal 3:

Increase Board engagement through intentional succession planning, clear expectations, ongoing development, and meaningful activities beyond the Board meeting.

Goal 4:

Develop guidance in consistent behavior management, including consequences as well as strategies to shift perspective and to change the approaches used with students.

### IV Advance Community Awareness and Support

Goal 1:

Develop and support broad community messaging using compelling, comprehensive marketing strategies tailored to specific audiences.

Goal 2:

Evaluate and revitalize fundraising events, aligning them with WEC's unique "story," long history and continuing role in the community.

Goal 3:

Ensure WEC cultivates and maintains a diverse, balanced funding base.

### V Identify and Cultivate Strategic Relationships and Partnerships

Goal 1:

Evaluate existing partnerships and relationships to determine which need to be strengthened and areas in which new relationships need to be developed.

Goal 2:

Continue existing and expand additional programming related partnerships reflecting student interests as well as needs.

Goal 3:

Explore opportunities to build non-traditional partnerships that support WEC's potential as a community bridge and anchor.