



## 2023-2025 STRATEGIC PLAN

### MISSION

To support FISD and enhance student and teacher experiences by providing innovative and engaging learning opportunities.

### VISION

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

### VALUES

We value our **relationships**.

- Collaboration
- Community
- Education
- Leadership
- Service
- Stewardship

We value **excellence**.

- Innovation
- Integrity
- Responsibility
- Sustainability
- Transparency

### BELIEFS

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

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

## COMMITMENT #1

The Friendswood ISD Education Foundation is committed to equipping teachers and classrooms to enrich and accelerate students' learning.

### Goal 1: To provide innovative educational solutions for FISD students and teachers to benefit teaching and learning.

- Strategy 1.1: Expand teacher and district support programs to assist teachers to apply for and receive grants.
  - Objective 1.1.1: Increase the impact of the Grant Champion program.
  - Objective 1.1.2: Expand number of teachers engaged with the grants program.
  - Objective 1.1.3: Solicit input from FISD teachers on expanding awareness and participation.
  - Objective 1.1.4: Launch the legacy grants program.
- Strategy 1.2: Compile an annual inventory of FISD needs for large or multi-year projects.
  - Objective 1.2.1: Build database with input from FISD staff.
  - Objective 1.2.2: Identify array of larger projects with 3–5-year funding requirements.
  - Objective 1.2.3: Expand FEF's role in teacher recruitment and retention
- Strategy 1.3: Develop grant impact assessment to demonstrate the benefits of each grant for students, teachers, campuses, and community.
  - Objective 1.3.1: Create annual return-on-investment measures for grants.
  - Objective 1.3.2: Create annual educational impact measures for grants.
- Strategy 1.4: Explore alternative grants for professional development for teachers.
- Strategy 1.5: Showcase classroom innovations and achievements within and outside FISD.
  - Objective 1.5.1: Expand stewardship programs to engage partners and community in grant award and educational impact activities
  - Objective 1.5.2: Leverage on-going FISD grants and programs through 'add-on' funding to existing base funding.
  - Objective 1.5.3: Create a database of photos and stories about the grantees and programs.

## COMMITMENT #2

The Friendswood ISD Education Foundation is committed to partnerships with our community that are in the best interests of the students and teachers of Friendswood ISD.

### Goal 2: To grow relationships across the community that result in ever-increasing support for FEF's mission.

- Strategy 2.1: Increase and diversify individual and corporate contributions.
  - Objective 2.1.1: Increase size and scope of the Century Club.
  - Objective 2.1.2: Increase the number of individual and corporate contributions from outside Friendswood.
  - Objective 2.1.3: Create a “Marketing and Communications Plan” to raise awareness and support for FEF among all FEF constituencies.
  - Objective 2.1.4: Develop array of marketing materials for use by board and staff. (e.g., “Why” statements, one-pagers, leave-behinds, giving options, gifts, and other materials.)
  
- Strategy 2.2: Increase non-event revenues.
  - Objective 2.2.1: Increase annual giving and direct contributions.
  - Objective 2.2.2: Increase donations through payroll deductions.
  - Objective 2.2.3: Implement an external grant-writing program targeting ‘dream-big’ projects.
  - Objective 2.2.4: Promote and grow the FEF endowment.
  - Objective 2.2.5: Increase in-kind and volunteer participation and funding.
  
- Strategy 2.3: Recognize and demonstrate appreciation to donors and other key constituencies.
  - Objective 2.3.1: Engage all board members in stewardship activities to sustain existing partnerships and donor relationships.
  - Objective 2.3.2: Create and maintain a donor and partner retention program.
  - Objective 2.3.3: Showcase donor contributions at community events and venues.

## COMMITMENT #3

The Friendswood ISD Education Foundation is committed to serving Friendswood ISD through trusted, intuitive, responsive, quality programs and operations.

### Goal 3: To ensure FEF's status as a premier educational foundation.

- Strategy 3.1: Implement a comprehensive board development program that emphasizes FIFD and FEF culture and expectations.
  - Objective 3.1.1: Provide annual board development programming.
  - Objective 3.1.2: Update annually board orientation materials: expectations, board profile.
  - Objective 3.1.3: Create annual committee charters with mission, annual goals, measures, responsible parties, and due dates.
- Strategy 3.2: Complete human resources plan to assess staffing and volunteer needs, policies, and procedures.
- Strategy 3.3: Conduct all-funds return-on-investment analysis for each FEF program and activity.
- Strategy 3.4: Build sustainable rhythms around existing programs and activities.
- Strategy 3.5: Ensure fiscal and operational integrity.
  - Objective 3.5.1: Create an annual operating plan each August.
  - Objective 3.5.2: Engage in annual budgeting and financial reviews.
  - Objective 3.5.3: Implement an annual master calendaring process for all FEF activities.