



## “PEOPLE & LEGACY”

# VIDA STRATEGIC PLAN 2029

### OUR STRATEGIC VISION

Our Strategic Planning Committee, working on behalf of the entire school community, envisions a Future State in which Vida Charter School remains the premier destination in the Greater Gettysburg Area for an award-winning, bilingual education in the primary and elementary grades, even as we “double down” on our founding vision to produce a generation of fluent bilingual and biliterate students who exude cultural and linguistic pride.

We imagine an even stronger school culture in which our relationships with the “outside world” (community, private and public sector and philanthropic partners) are just as rich and meaningful as the beautiful relationships that have come to define us internally as the “Vida Family”.

Furthermore, we seek to “Tell Our Story” via a multifaceted communications strategy such that we broaden Vida’s influence and impact, celebrate our collective history and success, and establish our “brand” as an essential fixture in the community.

Finally, we look toward a proud future in which Vida achieves financial independence and sustainability through the acquisition of its own permanent space and the establishment of a related non-profit focused on fundraising and institutional advancement.

### Strategic Priority Areas (3)

**Culture:** The Story We Tell Ourselves

**Community:** The Story We Tell the World

**Autonomy:** How We Stand on Our Own



### Strategic Goals (8)

#### Culture:

1. Increase the # of Vida students speaking Spanish throughout the school day and community.
2. Achieve a Global Seal of Biliteracy and foster an increased sense of Cultural and Linguistic Pride.
3. Adapt our school’s processes and procedures to reflect a greater institutional commitment to biliteracy.

#### Community:

1. Form healthy and collaborative relationships between Vida stakeholders and Community Organizations.
2. Develop a Strategic Marketing Campaign that clearly communicates our Mission, Story, and Value to the Gettysburg Community.

#### Autonomy:

1. Secure Vida’s “forever home” (permanent school facility) within the next 5 years.
2. Build financial independence by identifying alternative funding sources (grants, loans, partnerships).
3. Develop a clear and compelling public narrative and build a shared repository of “Storytelling Tools” (Alumni Success Stories, Video Tour, Updated Marketing Collateral).

