

Fargo Public Schools Development Foundation

Strategic Plan 2019-2024

“Partnering with the Fargo Public Schools, their alumni, and the greater community to enhance and enrich learning experiences to maximize student potential.”

Prepared for:

Fargo Public Schools Development Foundation Board of Directors

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STRATEGIC PLAN 2019-24

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Our Story

The Fargo Public Schools Development Foundation was established in 2000 has been committed to supporting the following programs and projects:

Innovative Education & Literacy Grants – Great teachers help students become great. Research shows that an inspiring teacher is the most important school related factor influencing student achievement. Innovative education and literacy grants are available to provide classroom resources for innovative educational and literacy projects not funded by district, state, or federal monies.

Scholarships – The Foundation administers scholarships on behalf of community businesses, families and organizations. Scholarships are made available through annual donations and investment income from endowed funds. Scholarships are established by people just like you, who wish to honor loved ones or to recognize someone who has made a difference in their lives.

Fargo Area Dollars for Scholars – Awards an average of 50 scholarships annually to deserving graduates of Fargo South, Fargo North, Davies, Woodrow Wilson, Oak Grove, and Shanley high schools.

Adopt-A-School Program – Connects volunteer business partners with schools to assist with reading and after-school programs, tutoring, mentoring, community service projects, and other meaningful educational activities.

Critical Needs Program – The Critical Needs Program is organized by the Foundation to ensure that each and every student who needs help with basic needs receives support. When basic or critical needs such as appropriate clothing for inclement weather, school supplies, meals, health related needs, snack and milk break are not met, students struggle to learn and receive a valuable education.

Alumni Network – Provides a variety of ways for alumni to stay connected to Fargo Public Schools by maintaining a database of alumni; assisting with class reunions; hosting an alumni website; and publishing an alumni newsletter.

Trollwood – Acts as the fiscal host for Trollwood Performing Arts School.

Special Fundraising Projects – Provides support by tracking donations to newly established programs and other special projects that coincide with our mission to provide Fargo Public School students with enriched and enhanced educational opportunities.

Seeds For Hope, Walk Into My Future Event – The Foundation supports the Seeds For Hope Walk Into My Future event which connects K-5 youth to local post-secondary institutions, career discovery, and campus exploration.

Our Impact

Engaging the community and fostering opportunity; two statements that embody what the Fargo Public Schools Development Foundation is about. Thanks to our donors, community partners, and the dedication of the Fargo Public School District we are able to help students take full advantage of one of the best educations in the region. The Fargo Public Schools Development Foundation works to secure a variety of resources to enrich and enhance the quality of education provided by Fargo Public Schools that would otherwise not be possible through regular education funding. The Foundation is supported with tax-deductible annual and endowment gifts from alumni, businesses, service clubs, parents, current and former school district staff, and the Fargo community. We manage assets in excess of \$3.3 million and annually distribute more than \$500,000 to support Fargo Public Schools students, programs, and teachers.

Our Network

The Foundation networks with our Board, Fargo Public Schools students, teachers, staff and administration, Fargo Public School's alumni, businesses, and the greater Fargo community.

Our Partners

The Fargo Public Schools Foundation is grateful for partnerships developed through the **Adopt-A-School Program**. Our current Adopt-A-School partners include: City of Fargo, Costco, Courts Plus, Davies National Honor Society, Dawson Insurance, Essentia Health, Fargo South National Honor Society, Fargo South Point Kiwanis, Fargo Veterans Administration Health Care System, Fargo West Rotary Club, Forum Communications, Heat Transfer Warehouse, John Deere Electronic Solutions, Magnum LTD., Microsoft Business Solutions, NDSU College of Pharmacy/Nursing & Allied Sciences, Noridian, Park Company Realtors, Sammons Financial Group, Sanford Health, Perficient, Touchmark at Harwood Groves, Eventide Senior Living Communities, and Woodrow Wilson High School.

We are also grateful for our collaborative partnerships with the Great Plains Food Bank, Boys & Girls Club of the Red River Valley, YMCA of Cass & Clay Counties, Dakota Medical Foundation, Tri-College University, Concordia, MSUM, NDSU, M State, NDSCS, Bank of North Dakota, North Dakota Dollars for Scholars, Scholarship America, and Trollwood.

STRATEGIC PLANNING MODEL



Our Mission

Our mission is to partner with Fargo Public Schools, their alumni, and the greater community to enhance and enrich learning experiences to maximize student potential.

Our Vision

Our vision is to increase opportunities for all students by building a network of individuals and organizations, which provides resources and support beyond regular educational funding. Donors make a difference in the preparation of all students as they confidently enter the future prepared to compete in an ever-changing world.

Our Values

The Fargo Public Schools Development Foundation believes in enhancing learning through innovative practices that support positive outcomes for all students. In our pursuit of excellence, we value life-long learning, collaboration, and empowerment.

STRATEGIC PRIORITIES 2019-2024

Strategic Priority 1 – Foundation Growth

Broaden engagement among donors, prospective donors and alumni to ensure increasing support for the Foundation in the short-term and for decades to come.

Goal 1 – Sustain and advance relationships with our alumni.

Informing and engaging alumni to support Fargo Public Schools through a comprehensive program of communication, connection, and opportunities for involvement.

Strategies

- Develop new Alumni Network webpage(s) with connections, opportunities for involvement, and opportunities to donate. The Foundation will seek to raise the number of alumni donors and/or the total alumni giving. In doing so, the Foundation will begin the process of cultivating a strong alumni donor base for the future.

Progress Monitoring

- Complete and launch new Alumni Network webpage(s). (*Increase alumni engagement by 10%*)
- Introduce alumni to new site, including but not limited to, getting updated contact information, opportunities to volunteer through the Adopt-A-School program, looking for or listing upcoming reunions, and opportunities to donate.
- Relaunch Alumni Newsletter and celebrate the successes of Fargo Public Schools alumni.
- Publish an online Alumni Newsletter at least 4 times a year.
- Elevate Social Media Presence
- Increase followers by 5% on Twitter and Facebook
- Create Instagram and/or LinkedIn accounts.

Goal 2 – Develop an e-mail and social media strategy to engage more donors.

The Foundation's email and social media strategy will be a valuable tool to stay engaged and connected with our donors and supporters.

Strategies

- Segment our email list based on the donor's connection to the Foundation or Alumni Network.

Progress Monitoring

- Monitor email software analytics (i.e. open rates, click rates, unsubscribes).

Goal 3 – Create a successful donor recognition program.

Recognition is about saying thank you in ways that celebrate your donors while highlighting our mission.

Strategies

- Donor recognition will be a balance between the needs, goals and resources of the organization and the effort to thank and further engage a donor.
- Develop a donor recognition plan.

Progress Monitoring

- Identify ad hoc committees to review and provide input to a draft donor recognition plan.
- Have board approve and begin plan implementation.
- Monitor donor analytics including; increase in recurring donations, donation amounts, and new donor contacts.

Strategic Priority 2 – External Awareness

Support from the community and beyond is essential. Development of a communications plan is vital to the success of the Foundation. Every communication will be professional, straight-forward, and will be based on our mission to enhance and enrich learning experiences to maximize student potential.

Goal 1– Amplify our organizational presence.

Integrating the Foundations presence across multiple channels over a sustained period of time will lead to measurable change in reputation, reach and impact.

Strategies

- Develop annual communications plan including timeline, budget, and evaluation measures for all print and video materials, local media, and special events.

Progress Monitoring

- Define 3-4 annual key messages about the Foundation.
- Monitor and review progress of communications plan at board meetings
- Review annual timeline for distribution of mass mailings.
- Review annual timeline for social media communications.
- Coordinate special events with newsletter distribution, mass mailings, and media releases.

Goal 2– Redesign and relaunch of the Foundation and Alumni Network website

The Website redesign (Strategic priority 1, Goal 1 strategy) will incorporate increasing overall awareness and visibility, increase on-line fundraising, engage visitors to return to our site, come to an event, or volunteer.

Strategies

- Site will be easier for visitors to navigate to learn about the Foundation’s cause, how to donate and how to volunteer. We will incorporate social media prominently in the design.

Progress Monitoring

- Increase web-site traffic
- Increase online donations
- Increase volunteer opportunities
- Increase social media activity

Strategic Priority 3 – Programs and Services

The Foundation works to secure a variety of resources to enrich and enhance the quality of education provided by the Fargo Public Schools. Our educational grants and programs enrich children's lives, helping them to grow, learn and enter the world more confident and better prepared to compete in the 21st century.

Goal 1– Increase funds available for innovative education and literacy grants.

Great teachers help students become great. Research shows that an inspiring teacher is the most important school related factor influencing student achievement.

Strategies

- Energize key stakeholders and expand the donation base for innovative education and literacy grants.

Progress Monitoring-

- Increase annual donations
- Increase endowment donations

Goal 2– Maintain a scholarship infrastructure that allows for growth of new scholarships and increased growth to current scholarships.

Fostering current scholarship relationships and developing future scholarship opportunities for students will engage the community and support future workforce development.

Strategies

- Ensure that current endowed and annual scholarship stewards are updated on the status of their scholarship(s). Cultivate relationships with new donors to establish scholarships. Seek out and recognize alum who have outstanding accomplishments and have received a scholarship through the Foundation.

Progress Monitoring

- Increase student's applying for scholarships.
- Increase scholarship dollars available.

Goal 3– Increase the impact of the Critical Needs Program

The Critical Needs Program is organized by the Foundation to ensure that each and every student who needs help with basic needs receives support.

Strategies

- Develop a matrix to ensure that Critical Need Program dollars are reaching the most in need, creating maximum impact.

Progress Monitoring

- Matrix completion by December 2019
- Number of students impacted

Goal 4– Increase Adopt-A-School Program outreach.

Adopt-A-School partnerships are meant to give students an opportunity to meet other caring adults in the Fargo community, as well as allow them to see and learn more about careers in our community.

Strategies

- Administer Adopt-a-School program by recruiting business and service club volunteers who will offer tutoring, mentoring, reading, and support for special events.

Progress Monitoring

- All schools have at least one Adopt-A-School partner
- Increase number of Adopt-A-School Partners.

Strategic Priority 4 – Governance Development

Have an engaged/working Board of Directors that clearly understands its roles and responsibilities, can articulate the Foundation mission and vision to the community, sets Foundation policies and makes sure that appropriate monitoring systems are in place.

Goal 1– Review written documents outlining board member qualifications and expectations for recruitment and orientation.

Building a qualified board is about finding leaders who have skill sets and perspectives that align with our strategies, goals and needs.

Strategies

- Documents need to be reviewed annually to ensure that they are relevant and up to date to assist in recruitment and orientation for new members of the Board of Directors.

Progress Monitoring

- When necessary, identify ad hoc committees to review current procedures and prepare new documents.
- Utilize updated procedures for Board selection.
- Ensure succession planning and recruitment takes place.

Goal 2– Review, evaluate, and consider adjustments to the bylaws of the Board as they pertain to board size, composition and membership.

The Foundation bylaws will be reviewed to raise the level of accountability, transparency, and effectiveness of the Foundation and to foster excellence in our organization.

Strategies

- Review bylaws every three years to ensure they are relevant, and we are in compliance.

Progress Monitoring

- Executive Committee will review bylaws and make any recommendations for change to the full board.

Goal 3– Board of Directors and Organizational Governance

Ensure board members are educated and provided with timely information with regard to matters of significant impact, matters with significant budget implications, and key strategic initiatives, so they may execute their fiduciary responsibilities as informed decision-makers.

Strategies

- Review fund distribution polices, investment, and planned giving policies annually. Develop and review annual budget and review and monitor balance sheet and income statements.

Progress Monitoring

- Executive Committee will review Foundation finances at each meeting and will forward balance sheet and income statements for approval to the full board.
- Executive will review annually investment and planned giving policies. Any changes will be forwarded to the full board for approval.
- Develop and approve an annual budget.
- Annually review audit and 990 for approval.

Annual Review

The FPS Development Foundation Strategic Plan will serve as a compass to maintain the priorities, goals, and achievements of the organization. Engaging community stakeholders about what is the most comprehensive approach to providing quality experiences for the clients we serve is essential to understanding what is critical to the community. This plan responds to growth and opportunity, sustainability of programs, and community needs. In August of each year, the plan will be reviewed by the administrative leadership team and presented to the Board of Directors to consider adjustments to the plan.

This strategic plan was facilitated and procured in collaboration with the strategic planning committee and by *Dr. Jeffrey M. Schatz*.

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