



18-MONTH STRATEGIC PLAN

PURPOSE *Investing in our children today to strengthen our community tomorrow.*

DRIVERS	VISION To ensure, through community investment, that OCPS will be <i>the top producer of successful students in the nation.</i>	MISSION To identify, develop, & focus <i>community involvement</i> & investments <i>to lead our students to success.</i>	VALUES <i>Transparency</i> <i>Stewardship</i> <i>Integrity</i> Donor-Centered	<i>Collaboration</i> <i>Innovation</i> <i>Growth Mindset</i>

MARKET DIFFERENTIATORS	Philanthropic Arm of OCPS	Broad Community Impact	Innovation Catalyst	One-Stop Shop	Agent for School Funds
-------------------------------	---------------------------	------------------------	---------------------	---------------	------------------------

Invest in Student Achievement

GOALS	Optimize Donor Experience, Engagement, & Investments	Drive Community Connections & Collaboration	Identify & Address Student Priorities	Enhance Funds Under Management	Maximize Operational Efficiency & Accountability	Amplify Our Brand & Our Story

SUMMARY OF METHODS	Improve ways to thank, retain, and report to donors Increase giving from individuals	Focus on collaboration and collective impact with corporations, foundations, and other nonprofits Engage "connected" audiences such as alumni, parents and employees more deeply	Identify district and school needs in support of students Engage the right audiences to provide necessary resources	Grow endowed funds Cultivate and support more school and district funds Improve resources, training, and tools for fund management	Improve data management, staffing, resources and processes	Evaluate our brand and communicate our purpose Expand our reach and impact