



Alaska Literacy Program

Strategic Plan

2007-2011

Purpose: To be the premier provider of adult and family literacy education in Alaska through the operation of a quality non-profit community educational institution known as the Alaska Literacy Program / ABE and ESL for Adults and Families.

Mission: Changing lives through literacy

Goals:

I. Board.

To recruit and train citizen advocates for literacy to serve on the board of the non-profit community educational institution legally known as the Alaska Literacy Program in accordance with its constitution and by-laws.

Objective 1. Increase board membership to 10 members by 2008 and 12 by 2010.

Objective 2. Develop a program for board recognition incorporated in a comprehensive marketing program.

Objective 3. Provide incentives for board attendance by FY 2008.

Objective 4. Provide an annual board member orientation / update starting in FY 2008.

II. Funding.

To procure funds to operate a quality program for FY 2007-2010 at present level student registrations while planning for growth and expansion.

Objective 1. – Create a comprehensive development plan by 2008 and review annually.

Objective 2. Develop board and public knowledge of ALP funding needs incorporated in a comprehensive marketing plan.

Objective 3. Increase by five percent annually from FY 2008-2010 the percentage of the ALP budget that is locally earned/stable revenue to buffer the ups and downs of grants and ease cash flow.

Objective 4. Involve board members directly in ALP's funding "story" and annual fundraising.

Objective 5- Build the program's endowment to \$50,000 by 2011.

III. Personnel

To employ an executive director and staff to administer and deliver a quality program for the 2007–2010 level registrations while they join with the board in planning for growth and expansion.

Objective 1- The board shall create a personnel standing committee subject to annual appointments by the Chair with responsibility to bi-annually review personnel policies, job descriptions, wage and salary schedules annually with the director followed by recommendations to the board starting in FY 2007.

Objective 2- The board with the director shall devise an evaluation instrument for the purpose of bi-annual job performance evaluation of the executive director and consideration of her or his salary and benefits (apart from the staff's).

IV. Program

To promote literacy through high quality education for adult learners and families in a supportive environment for educators and volunteers with collaboration with community partners and advocates.

Objective 1- Provide program that offers a formal continuum of course work that leads to level completion.

Objective 2 – Develop policies to encourage students who are physically able to attend classes at the ALP center rather than be home tutored.

Objective 3 - Develop an evaluation instrument for volunteer instructors and home tutors to assure quality instruction in all courses and home tutoring.

(The creator of this instrument if it is proven successfully applicable will be nominated for a Nobel Prize in Volunteer Education.)

V. Facility.

To maintain a physical plant sufficient to house a quality program for FY 2007-2010 level program registrations while planning for growth and expansion.

Objective 1- The board shall create a building and grounds standing committee subject to annual appointments by the Chair with responsibility to aggressively pursue leads for facility expansion.

Objective 2- The board and director shall review budget components annually to update the present facility's automation, carpeting, classroom seating, lounge space, office equipment and storage.

Objective 3- As space allows, the board and director shall develop a student lounge and study area with microwave, lockers, study tables and lounge furniture.

VI. Marketing Plan

To develop and initiate a comprehensive marketing plan in 2007-8 for the Alaska Literacy Program to "sell" the program in such manner as to promote literacy, increase visibility of the program, open opportunities for increased funding and encourage new student and volunteer registrations.

Objective 1 – Promote the program's name change through the media, signage, new stationary, business cards, open house, etc.

Objective 2 – Promote and clarify the range of ALP services and distinguish the difference between ALP and Nine Starr services.

Objective 3 – Create and maintain a web site for the ALP program that incorporates a home page, student admission and registration information, course definitions and schedules, board, staff, instructor and alumni rosters, events calendars, on-line newsletter, on-line training (?) and messaging to staff and volunteers, etc.

Objective 4 – Train board members to join with the director in making year around presentations to civic groups, community councils, funding bodies, etc.

Objective 5 – Train and equip staff and volunteers with ALP to give an elevator speech about the program.

Objective 6 – Establish an alumni group of the program to assist with fundraising and marketing.