



Alaska Literacy Program
Strategic Plan
2011-2015

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.

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 2012.

Objective 2. Provide an annual board member orientation/update starting in FY2010.

Objective 3. Directors have 80% attendance of Board Meetings.

Objective 4. Directors make a personal contribution to ALP.

Objective 5. Attend/participate/contribute to the 2 major fundraisers of ALP.

II. Funding.

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

Objective 1. – Review comprehensive development plan annually.

Objective 2. Try to increase by five percent annually 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 3. Develop an endowment plan to increase the program's endowment and review annually.

III. Personnel

Employ an Executive Director and staff to administer and deliver a quality program for the and join with the board in planning for growth and expansion.

Objective 1. Biannually, the personnel committee will review personnel policies, job descriptions, wage and salary schedules with the Executive Director .

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

Objective 3. The personnel committee will have an Executive Director succession plan and review it biannually.

IV. Program

Promote literacy through high quality education for adult learners and families in a supportive environment for educators and volunteers in 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. Maintain evaluation for volunteer instructors.

Objective 3. Assure MOA's are current with all community partners.

Objective 4. Ensure that the public is aware of the volunteer needs of ALP and provide the support necessary for volunteers to be successful teachers.

Objective 5. Review the Volunteer Manual annually.

V. Facility.

Maintain a physical plant sufficient to house a quality while planning for growth and expansion.

Objective 1. The board shall maintain a building and grounds committee subject to annual appointments by the President with responsibility to evaluate leads for facility expansion.

Objective 2. As space allows, the board and director shall develop a student lounge and study area with microwave, study tables and lounge furniture.

VI. Marketing Plan

Maintain a public education and outreach plan 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. Train board members to join with the Executive Director in making year around presentations to civic groups, community councils, funding bodies, etc.

Objective 2. Train and equip staff and volunteers with ALP to give an "elevator" speech about the program.