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**STRATEGIC PLAN**

**Developed in 2010**

**Revised October 2013**

1. **MISSION STATEMENT**
2. **CORE VALUES**
3. **STRENGTHS**
4. **WEAKNESSES**
5. **STRATEGIC INITIATIVES**

**Executive Director: Jean McMillon**

**Current Board of Directors:**

**Jay Hardaway**

**Jennifer Harper**

**Kay Hartgraves**

**Laura Moore**

**Roland Orr**

**Randy Pool**

**Nancy Roberts**

**Angie Wiley**

**Daryl Zeller**

**Buddy Napier, President**

**Linda Roark, Vice President**

**Melody Hunt, Secretary**

**E. B. Dotson, Treasurer**

**Marci Braden**

**Terry Bull**

**Lisa Chavez-Owens**

**Jason Darby**

**Mike Dunnahoo**

1. **MISSION STATEMENT:**

The Abilene Education Foundation is a non-profit community organization created to promote and enhance excellence in education for the students of the Abilene Independent School District through enrichment of its programs.

1. **CORE VALUES:**
* Create and maintain good business practices.
* Remain ethical in all activities.
* Demonstrate fiscal responsibility and strive to remain financially sound.
* Recruit diverse, active, and committed Board members who bring knowledge and expertise in wide-ranging areas.
* Value the importance of each donor and treasure each gift regardless of its size.
* Maintain a positive environment for employees where they are respected and treated fairly in all aspects of their job.
1. **STRENGTHS:**
* Diverse board members with broad skill sets, who believe in the mission, are willing to give of their time and/or money, and are well connected throughout community
* Quality of executive director and staff
* Good working relationships with local foundations
* Positive public image
* Strong financial condition
* Successful programs to build on; history of success
* Effective community connections that create opportunities for partnerships to address problems and achieve solutions
* Growth in endowments (both number and amounts)
1. **WEAKNESSES:**
* Need to diversify funding sources; high percentage of funding comes from a few major donors
* Ambitious programs place stress on staff and on actively engaged Board members
* Lack of broad-based name awareness throughout the community
* Local competition for community contributions
* Lack of student perspective in goal setting for future programs
* Need to engage business community in a bigger way
1. **STRATEGIC INITIATIVES:**
* Develop methods to proactively and consistently communicate with the superintendent and the AISD Board of Trustees, while informing the community about AEF activities and opportunities to collaborate to benefit AISD.
* Align current and/or develop new programming to address the needs of AISD.
* Expand funding sources, including endowments, to support programming and sustainability of AEF.