Claremont Educational Foundation
Strategic Plan 2015-2018

Mission

The mission of Claremont Educational Foundation (CEF) is to protect and enrich quality public education in Claremont through community involvement.

Organizational Background

CEF was founded in 1991 to promote quality public education in the Claremont Unified School District. Through a variety of fundraising efforts and relationships in the community, CEF has been able to provide art and music instruction in the elementary schools and fund technology in the middle and high schools. It is through the generosity of our donors that CEF is able to maintain the educational experience we have come to expect in Claremont.

Vision

The Claremont Educational Foundation (CEF) is a catalyst for community-wide support of public education, bringing individuals, local businesses, and nonprofit partners together with the Claremont Unified School District through consistent fundraising, grantmaking, and volunteerism to provide essential programs and resources that keep our community strong. Now more than ever, we must invest at a local level in our teachers, our students, and their families to uphold our city’s long held belief in the power of education to create a strong civic culture, build a thriving economy, and provide equal opportunity for all.

Public funding of education in the State of California is simply not enough to match the level of quality we expect for Claremont schools. A city as strong as Claremont relies on bold and innovative private investments to keep its schools strong. CEF has a history of dynamic leadership in building broad-based partnerships for community engagement and participation in support of education.

Strategic Priorities: 2015-2018

In order to accomplish our mission and vision, we have chosen to focus our energies in three strategic directions:

1. Enhancing learning through programs and targeted grant funding that complement, enrich, and extend educational opportunities for all students.

2. Convening community-wide conversations on timely educational issues that are relevant to parents and schools.

3. Serving as a hub for community members, businesses, and nonprofit organizations to engage in meeting the educational needs of our schools.
Strategic Priority #1: Grantmaking and Targeted Funding

Enhance learning through partnerships, programs, and targeted funding that complement, enrich, and extend educational opportunities for students. We recognize that CEF neither can nor should provide everything that students need, so we will actively collaborate with Claremont Unified School District and other organizations to extend our shared impact. We are also aware that existing programs like SLICE and our support of arts, music, technology, and innovation fill a unique niche in our schools’ learning environment, and they remain central to our mission.

1. **Increase effectiveness of core grant programs and implement grantmaking for educational support services** by increasing awareness of current grant programs and establishing parameters by which we fund and annually review effectiveness.

2. **Support grantmaking expansion through annual increases in fundraising** by developing stewardship processes, event sponsorships, and giving programs to attain and retain individual donors, business partners, and corporate support.

3. In coordination with CUSD, **increase SLICE summer program enrollment** and partner with business and grant funders to **increase accessibility and net revenue**.

4. Create a **unified branding and marketing strategy for improved engagement and stewardship** of donors, partners, and other stakeholders by addressing issues of urgency, sustainability, preservation of educational excellence, and enhancement of equity.

5. **Increase fundraising, awareness, and donor acquisition through strategic use of community events.** Develop policies to set standards for event participation and develop a yearly signature event.

6. **Expand staffing structures to support CEF’s grantmaking and targeted funding strategies** by hiring a Development Director and annually reviewing staffing structures to modify accordingly.

Strategic Priority #2: Community Conversations

Convene community-wide conversations on timely educational issues that are relevant to parents and schools. We recognize that we do not have all the answers to the complex and changing educational landscape, but together our community is capable of finding solutions.

1. **Develop and host speaker series focusing on child/family oriented topics and parenting/education topics** by hosting bi-annual events and a keynote speaker/panel presentation event

2. In coordination with CUSD and non-profit partners, **develop a volunteer speaker’s bureau to identify topics and find appropriate speakers to address our community**

3. In coordination with CUSD, **host district-specific discussions focusing on timely educational issues**.
Strategic Priority #3: Community Engagement in Educational Excellence

Serve as a hub for community members, businesses, and nonprofit organizations to engage in meeting the educational needs of our schools, linking individuals and their passion with students by creating ways for people to give of their time, talents, and treasure. We believe that all community members have a contribution to make, and while financial support is an important enabling force, it cannot take the place of caring adults involved in a child's life. We will facilitate connections for people to make a difference in ways that align their passion with educational needs in our schools.

1. Develop and strengthen partnerships with local nonprofits committed to serving educational needs, businesses, clubs, or other organizations with potential volunteers by identifying specific areas of need for volunteers; current barriers to volunteer recruitment and management; and realistic, mutually beneficial forms of collaboration.

2. Match community members and businesses with existing partner nonprofits for volunteer service opportunities in the schools by developing a type of volunteer hub concept to match community members with volunteer opportunities.

3. Strengthen CEF’s governance structures and processes for increased community engagement and development of governance leadership by developing an Advisory Board to advise CEF in development of community partnerships, promote linkages among CEF, partners, and the School District, and targeted project engagement.

Implementation and Ongoing Review

We believe that by implementing this plan, CEF will better accomplish its mission of protecting and enriching quality public education in Claremont. Yet a plan is only as good as its execution.

CEF board members are committed to operationalizing and overseeing the plan’s ongoing implementation through the following approach:

1. Designate specific board committees responsible for operationalizing and implementing goals within their respective mandates. This will necessitate some restructuring of committees, creation and population of new committees, and redefinition of mandates for some existing committees.

2. Develop mechanisms for monitoring outcome indicators related to each strategic direction. These will be referenced on an ongoing basis within each committee and the Executive Committee; and at least quarterly by the board.

3. Comprehensively review the strategic plan at annual board retreats with facilitation and guidance from an external assessor. This will include the assessor conducting a full review of progress on strategic goals and indicators, and guiding the board to identify changes that may be needed in our work processes, staffing, and/or objectives.