

STRATEGIC PLAN

2021-2026



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Growth

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Internal
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MISSION

The WPS Foundation develops partnerships and programs to improve students' achievements, encourage life-long learning, and build opportunities for a bright future for the students at Westminster Public Schools.

VISION

The WPS Foundation wants every Westminster Public School student to succeed.

BELIEFS

We believe education is essential to each child's development toward becoming a responsible and contributing adult.

We believe all children are entitled to support from the community and board member investment in creating that support.

We believe the Board of Directors, staff, and volunteers operate as influential individuals who support and empower one another through collaboration.

We believe community support of our programs is essential to our success, and, in turn, we must be accountable to the community. We strive for integrity and strong financial stewardship.

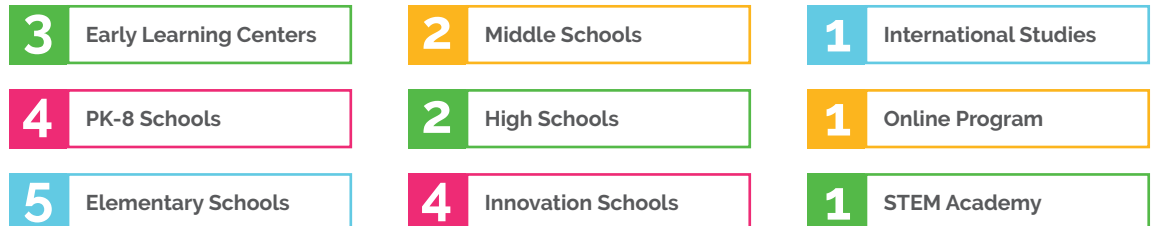
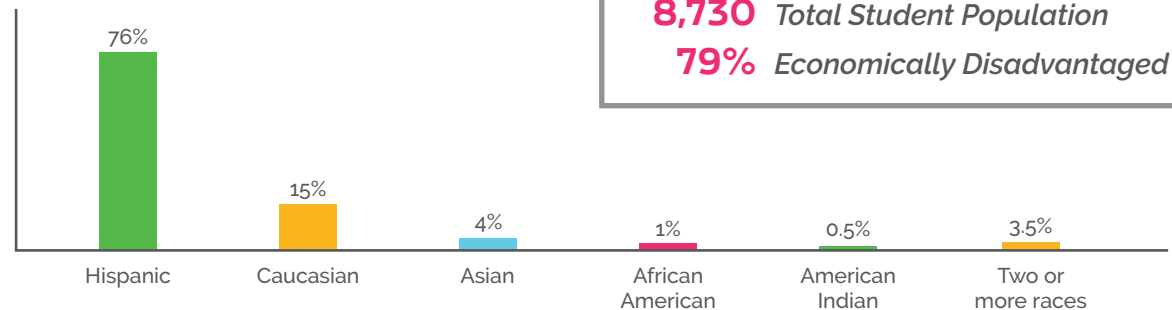
We believe Westminster Public Schools is an essential partner in the success of our program.

We believe in resourcefulness and leveraging our dollars and community partnerships for the most significant impact.

IMPACT

Engaging the community and fostering opportunity; two statements that embody the Foundation's mission. Thanks to our supporters and the dedication of the WPS District, we can help students take full advantage of their education. The Foundation works to secure resources to enrich and enhance the quality of education provided by the district that would otherwise not be possible through regular education funding. The Foundation is supported with tax-deductible annual and endowment gifts from alumni, businesses, service clubs, parents, current and former district staff, and the WPS community.

STUDENT DEMOGRAPHICS 2020-2021 data



OUR STORY

The Westminster Public Schools Foundation was established in 1988 and has been committed to supporting the following programs and projects:

Post-Secondary Success Initiative

The Foundation understands that students need and desire to continue their education once they graduate from the district. The Foundation awards scholarships for colleges and industry credentials.

College Scholarships

The Foundation administers scholarships on behalf of community businesses, families, and organizations. Scholarships are made available through annual donations and investment income from endowed funds. Scholarships are established by donors who wish to honor loved ones or recognize someone who has made a difference in their lives.

College scholarships help students pay for tuition. In addition, scholars have access to wrap-around services and support provided by the Foundation's program director.

Career and Technical Credentialing & Programming

Earning an industry credential exposes students to real-world workplace situations and demands in a valuable and practical way. Such certificates teach essential work/life skills, including problem-solving, prioritizing information, critical thinking, and important documentation and research skills.

Benevolent Program

The Foundation created the Benevolent Fund to ensure that every student who needs help with basic needs receives support. When essential or critical needs such as appropriate clothing for inclement weather, school supplies, meals, and health-related items are supplied, students will better focus on learning.

Initiatives

The Foundation supports new and established district programs as well as other special projects that coincide with our mission in order to provide WPS students with enriched and enhanced educational opportunities. Priority is given to programs that:

- Impact a large number of students
- Serve our most at-risk students
- Have data-driven impact and results
- Provide equitable investments at all grade levels

The Board of Directors determined in 2021 that priority will be given to programs that provide direct links to success after graduation, such as mentoring, tutoring, and literacy. In addition, the Performing Arts has been identified as a key investment area for the near future. The Foundation does not exist to backfill the district's budget.

Stakeholders

Stakeholders include the Board of Directors, WPS students, teachers, staff and administration, alumni, and businesses.

Partners

The Foundation is grateful for many partnerships which strengthen our mission and allow us to do more for the students of WPS. Our collaborations include universities, community colleges, small businesses, corporations, nonprofits, community partners, and foundations.

Foundation Growth

Broaden engagement among donors, prospective donors, WPS employees, and alumni to ensure increased support for the Foundation in the short-term and for decades to come.

GOAL #1

Create development strategies to engage more alumni and become a central hub for district graduates.

STRATEGIES

- Form a board alumni committee and set annual goals
- Develop targeted communication tools (website, directory, newsletter, direct mail, and social media)
- Create and develop ways to participate and support WPS reunions and other alumni events
- Provide opportunities for alumni to volunteer with the board, students, and at events

OUTCOME MEASURES

- Number of members and meeting times of committee
- Number of new alumni connected to the Foundation
- Number of graduating seniors connected to Foundation
- Completed alumni directory
- Number of newsletters mailed
- Number of alumni attending events
- Number of alumni donations

GOAL #2

Create development strategies to engage more WPS employees.

WPS employees are strong supporters of the WPS students. By informing and engaging employees to donate monthly through workplace giving will increase a reliable funding stream.

STRATEGIES

- Create stronger internal awareness through various outreach activities and enhanced use of communication tools
- Develop strategic marketing tools for employees
- Develop a donor recognition program

OUTCOME MEASURES

- Increased employee donations
- Increased employee attendance at Foundation events

GOAL #3

Create development strategies to engage more corporations.

Corporations, small businesses, and district vendors have great potential to be strong supporters of the Foundation's work for both donations and volunteer work.

STRATEGIES

- Identify businesses that have the potential to become sponsors and/or scholarship donors
- Create clear volunteer opportunities for corporations
- Create a donor recognition program

OUTCOME MEASURES

- Increased corporate donations
- Increased corporate sponsors
- Increased corporate volunteers

Internal & External Awareness

A strong communication strategy plan ensures that information is shared equally and regularly with stakeholders. This plan also creates a sense of transparency and increases stakeholders' trust in the organization.

GOAL #1

Amplify organizational presence within the community and with all stakeholders.

STRATEGIES

- Design segmented communications for targeted stakeholders such as alumni, workplace giving donors, and volunteers
- Increase outreach through effective communication tools (website, e-newsletters, social media, direct mail)
- Define key messages about the Foundation and have a current bank of stories and photos from students, alumni, donors, and board members to share with stakeholders

OUTCOME MEASURES

- Number of website visitors
- Increased social media activity
- Newsletter open rates

Programs & Services

The Foundation works to secure a variety of resources to enrich and enhance the quality of education provided by the WPS District. Foundation programs enrich students' lives, helping them grow, learn and enter the world more confident and better prepared to compete in the 21st century. Fostering current scholarship relationships and developing future scholarship opportunities for students will engage the community and support future workforce development.

GOAL #1

Grow scholarship program to serve more students.

STRATEGIES

- Strengthen connections between scholarship donors, potential donors, and scholarship recipients
- Improve communication and connection across Foundation programs, leadership, and WPS students

OUTCOME MEASURES

- Increased funding for scholarships and industry credentials
- Increased number of scholarship applications

GOAL #2

Increase scholarship program capacity and infrastructure to ensure post-secondary credential attainment for all scholarship recipients.

STRATEGIES

- Expand services and staffing to ensure scholars have adequate support to graduate
- Create programming that enhances the development of student skills towards credential attainment

OUTCOME MEASURES

- A high percentage of college matriculation for scholars
- A high percentage of college persistence & retention rates
- Increased number of college graduates and industry credentials obtained

GOAL #3

Develop formal processes and procedures for the benevolent fund and district initiatives.

Establishing a robust process for receiving benevolent and district requests allows our community to receive the support they need in a timely and equitable manner.

STRATEGIES

- Develop online tools, policies, procedures, and reports to streamline all program requests and funding accountability

OUTCOME MEASURES

- Number of students impacted
- Amount of funds awarded

Governance

Strong governance enables the board of directors to provide the necessary oversight of the Foundation's mission and strategic plan. It also subsequently monitors the achievements of the Foundation.

GOAL #1

Compose the board with individuals who have the skills, resources, generosity, diversity, and dedication that address the needs of the Foundation.

STRATEGIES

- Communicate clear expectations for board members
- Develop active committees to achieve strategic goals
- Engage in continual and active recruitment for new members

OUTCOME MEASURES

- Strategic goals are accomplished
- Policies are current
- Board member attendance

GOAL #2

Advance diversity, equity, and inclusion in all areas of our work.

The WPS community is increasingly diverse. Members of the Foundation need to understand and reflect on this rich variety of perspectives to achieve greater impact. To do this, we have dedicated ourselves to creating an informed, equitable and inclusive community. When we advance diversity, equity, and inclusion in our organization, it helps us live up to our values and create a more vital organization.

STRATEGIES

- Deepen the emerging work of the student stories committee and set goals to strengthen organizational culture
- Support the district in engagement activities relevant to fostering diverse and inclusive environments for students

OUTCOME MEASURES

- Diversity of board members
- Committee goals achieved



ANNUAL REVIEW

The WPS Foundation Strategic Plan will serve as a compass to maintain the organization's priorities, goals, and achievements. Engaging community stakeholders about the most comprehensive approach to providing quality experiences for the students we serve is essential to understanding what is critical to the community.

This plan responds to growth and opportunity, sustainability of programs, and community needs. In August of each year, the plan will be reviewed by the executive director and leadership team and presented to the entire Board of Directors to consider adjustments to the plan.

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