

# STRATEGIC PLAN MAP

**BRINGING ABOUT A JUST AND VIBRANT WEST MICHIGAN THROUGH THE POWER OF LITERACY.**

We advance our mission by addressing literacy needs of adults who test below the ninth grade and by **ADVOCATING** for literacy needs in our community.

We will expand and strengthen our **COLLABORATIONS** with other nonprofits, churches, businesses, and public institutions to be a key player and **the** community based organization addressing the workforce gap.

Through these collaborations we will be utilized as a key partner in community efforts toward college and career readiness. We will do this by addressing parental literacy needs and by leading the Community Literacy Initiative.

Our efficacy will be gained through the incorporation of **INCLUSIVE** organizational practices, countering the inequities of our region.

\* And through **SUSTAINABLE** practices, programs, and funding to ensure that we accomplish sustainable change.

\* Amplify learners' voices in our community and within our organization.

\* Lead community awareness on the rates and costs of adult low literacy.

\* Data collection and analysis informs our efficacy and direction.

\* Maintain our current trajectory of increasing the percentage of unrestricted funding in our overall revenue.

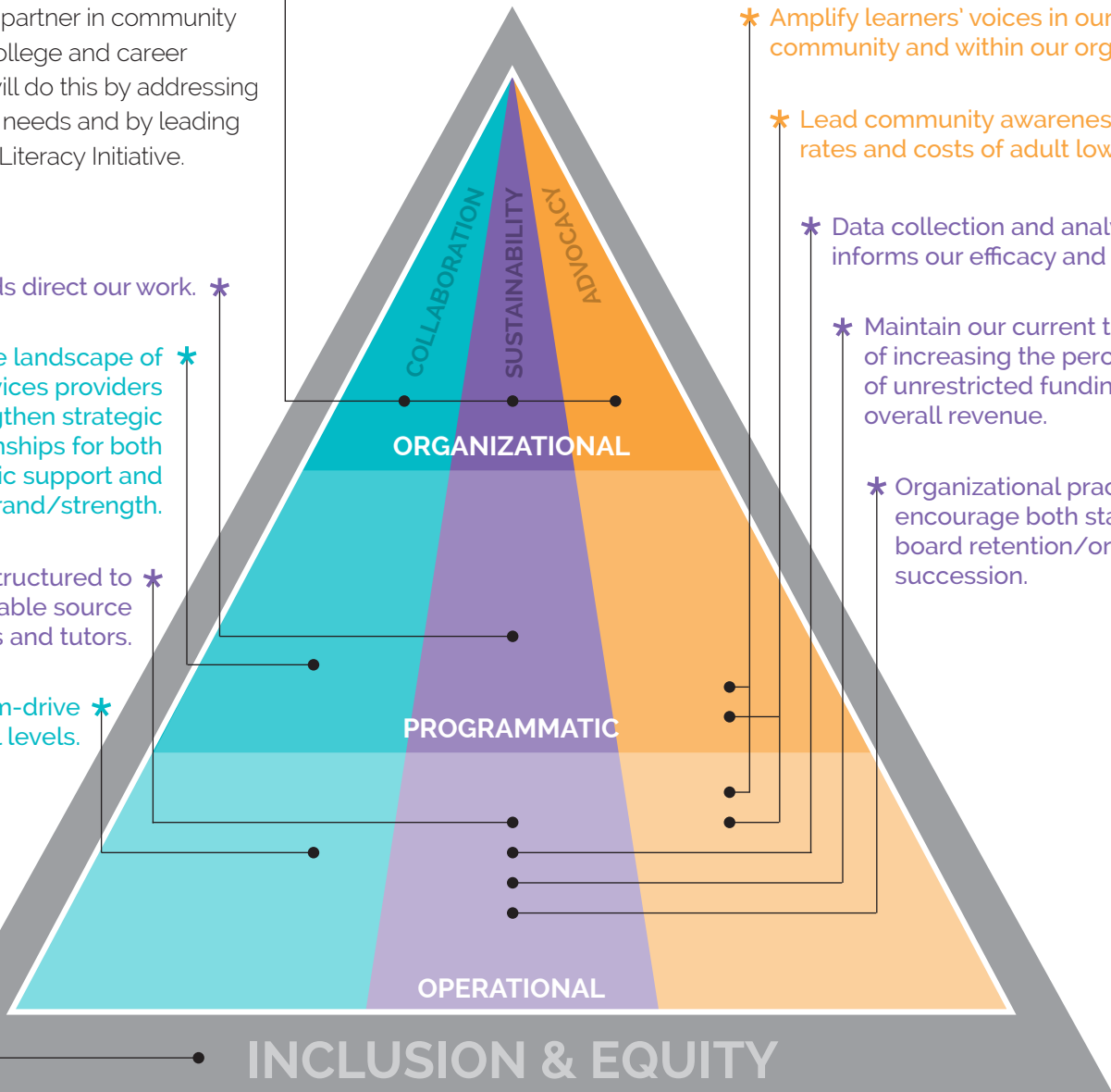
\* Organizational practices encourage both staff and board retention/or strong succession.

Community needs direct our work. \*

Know the landscape of other services providers and strengthen strategic relationships for both programmatic support and political brand/strength. \*

Practices are structured to ensure a sustainable source of volunteers and tutors. \*

Establish a team-drive culture at all levels. \*



\* Incorporate inclusive practices to ensure equity in our organization and in our operating frameworks.