

THE PLYMOUTH EDUCATION FOUNDATION

STRATEGIC PLAN

PLYMOUTH EDUCATIONAL CENTER - BACKGROUND

Plymouth Educational Center (the "School"), founded in 1974, is committed to strengthening its position of leadership as the premier K-8 School in Metropolitan Detroit and strives to:

- Continue its tradition of academic excellence
- Foster an environment emphasizing family and community

The School serves as a center for learning, dedicated to excellence and the fulfillment of its responsibility for the academic physical and social well being of each student. The academic reputation of Plymouth Educational Center is a result of an outstanding student body, faculty, administration, and the commitment of its parents. As an institution, the School has a firm commitment to excellence, its students, and constantly seeks to improve each student's Education experience. The School is committed to providing faculty the means to develop intellectually and professionally. Collaboration, mentoring, professional development, and interaction with its students and the community at large are fundamental to this commitment.

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The School's success and stability has resulted primarily from the generous support of loyal families, friends and the efficient marshaling of resources by administration and faculty. There is, however, a need to develop and implement a sound and strategic financial plan that will improve and expand the School's current Education position and its existing programs and facilities. Accordingly, The Plymouth Education Foundation (the "Foundation") was formed to raise funds and to create an endowment fund, the purpose of which is to generate income to be used for approved expenditures thereby ensuring an environment that fosters academic excellence at the School.

DEVELOPMENT OF AND INTRODUCTION TO STRATEGIC PLAN

Focusing on the missions of the School and the Foundation, the Foundation resolved to develop a strategic plan for the financial development and institutional advancement of the School. The Strategic Plan consists of an aggressive list of objectives the Foundation has grouped into the following six areas as being critical to the continued success of the School:

- Financial Development
- Social Environment
- Technology
- Marketing
- Faculty, Staff, and Curriculum
- Facilities

A list of priority actions has been identified for each objective. The Foundation has also identified the current and future priorities for the continued success of the School. These priorities are identified and defined with reference to the Short, Mid, and Long Range Goals. The "20 Year Vision" attached to this Strategic Plan reveals the Foundation's futuristic "Vision" of the state of the School if the goals and objectives set forth in this Strategic Plan are met and the Foundation is successful in its fund-raising and capital campaign efforts.

The School community has the conviction to achieve these goals. The Foundation is committed to the utilization of a team approach in strengthening the programs and facilities of Plymouth Educational Center.

Short Range Goals
Present through Two Years

Financial Development

Objective: The Plymouth Education Foundation will endeavor to support Plymouth Educational Center's strategic goals and objectives. This will enable Plymouth Educational Center to operate from a diverse financial base of consistent financial contribution levels from its constituents and alumni, annual fund raising events, corporate and foundation gifts or grants, solicitation of gifts and testamentary bequests, and capital campaigns.

Actions: The Foundation will develop and implement an Annual Appeal. The proceeds from the Annual Appeal will be dedicated to the specific needs prioritized by the Foundation for the School.

The Foundation will research and implement a plan to retain an experienced grant writer to solicit and obtain grants and other funds for the direct benefit of the School. The grant writer will be responsible for identifying grants in the interest of the School, applying for such grants, and shepherding the grant applications.

The Foundation will develop and implement a plan to encourage individuals and businesses to designate the Foundation as a beneficiary for gifts and testamentary bequests.

The Foundation will research and develop a plan for funding an Executive Director position. The Executive Director will report directly to the Foundation and implement fundraising campaigns consistent with the goals and objectives of this Strategic Plan.

Facilities

Objective: The Plymouth Education Foundation will help to maintain and update Plymouth Educational Center's physical facilities.

Actions: The Foundation will strive to provide the financial support needed to maintain and update the physical facilities of the School.

The Foundation will establish a facilities committee that will work with the School. The committee will be responsible for evaluating, prioritizing, and establishing cost estimates of the School's physical needs. Some of the known short-range facility needs have been identified and are as follows:

- Complete athletic field
- Complete locker room
- Complete development of park/play area
- Complete installation of elevator

Social Environment

Objective: The Plymouth Education Foundation will endeavor to provide support to Plymouth Educational Center to permit it to maintain and improve its supportive school environment and community that works to improve all aspects of school spirit and student life in an environment that is conducive to growth and learning.

Action: In cooperation with parental groups, faculty, and staff, the Foundation will work to obtain funds to assist in expanding the school's community service projects. These parental groups, faculty, and staff will work with the Foundation to identify the financial needs necessary to support community service and school-wide community service projects.

Technology

Objective: The Plymouth Education Foundation will endeavor to assist Plymouth Educational Center in maintaining its current technology and integrate technology to meet the needs of all of its learners.

Actions: The Foundation will establish a technology team that will work with the school's current Technology Advisory Committee to assess the hardware, software, and teacher computer training needs. The technology team will establish timelines and research the costs for updating the hardware and software needs of the school. The technology team will establish a plan to bring additional networked computers into each classroom for individual student usage.

The Foundation will assist and work with the technology team in acquiring the funds necessary to meet the identified needs.

Marketing

Objective: The Plymouth Education Foundation will endeavor to assist Plymouth Educational Center in developing a marketing initiative that supports the overall strategic plan and student population growth.

Actions: The Foundation will help ensure the School effectively utilizes all media outlets to heighten the community's awareness of the School's continuing community service projects and resulting positive impacts on the community in general.

The Foundation will assist the School in forming partnerships and alliances with community individuals and businesses for the benefit of the School.

Mid Range Goals

Three through Five Years

Financial Development

The Plymouth Education Foundation will implement the use of annual appeals, grant writing, solicitation of gifts and testamentary bequests, and capital campaigns to permit Plymouth Educational Center to operate from a diverse financial base of consistent contributions.

Social Environment

The Plymouth Education Foundation will support Plymouth Educational Center's community service projects that improve School spirit and foster an environment of personal growth and learning.

Technology

The Plymouth Education Foundation will provide financial support to the technology team to maintain and upgrade the computers for students and staff as well as keep Plymouth Educational Center on the cutting edge of technological advances.

Marketing

The Plymouth Education Foundation will assist the Plymouth Educational Center in its implementation of an aggressive and comprehensive marketing plan to attract new students and retain its current students.

Faculty, Staff, and Curriculum

Objective: The Plymouth Education Foundation will endeavor to assist Plymouth Educational Center in ensuring its formal curriculum and instructional strategies are challenging, goal oriented, and meet the needs of students.

Actions: The Foundation will support the School's efforts to maintain special programming such as band, drama, music, foreign language, in-line skating, etc.

The Foundation will strive to provide the School with the financial support necessary to compensate its teachers and staff at competitive rates commensurate with those provided to teachers and staff employed in similar positions.

Facilities

Objective: The Plymouth Education Foundation will help to maintain and update Plymouth Educational Center's physical facilities.

Actions: The Foundation will strive to provide the financial support needed to maintain and update the physical facilities of the School.

The Foundation will establish a facilities committee that will work with the School. The committee will be responsible for evaluating, prioritizing, and establishing cost estimates of the School's physical needs. Some of the known mid-range facility needs have been identified and are as follows:

- Begin construction of a new high school
- Replace existing entry doors
- Replace windows
- Remodel kitchen and cafeteria
- Replace carpeting in classrooms and office areas

Long Range Goals
Six through Ten Years

Financial Development

The Plymouth Education Foundation will continue the use of annual appeals, grant writing, solicitation of gifts and testamentary bequests and wills, and capital campaigns enabling Plymouth Educational Center to operate from a diverse financial base of consistent contributions.

Social Environment

The Plymouth Education Foundation will continue its support of Plymouth Educational Center's community service projects that work to improve all aspects of School spirit and student life.

Technology

The Plymouth Education Foundation's technology team will continue to assess and identify the School's computer and related technological needs. The Foundation will continue to fund the identified needs.

Marketing

The Plymouth Education Foundation will continue supporting Plymouth Educational Center's marketing program to maintain its student population.

Faculty, Staff, and Curriculum

The Plymouth Education Foundation will provide ongoing financial support for Plymouth Educational Center to identify, assess, and fulfill its faculty, staff, and curriculum needs.

Facilities

The Plymouth Education Foundation will continue financially supporting Plymouth Educational Center's physical facilities needs and improvements. The facilities committee will evaluate, prioritize, and establish cost estimates of the physical needs of the School. Some of the known long-range physical needs have been identified as follows:

- Establish a science lab
- Establish a counseling center
- Remodel and improve the gymnasium
- Replace the flooring on the ground and main School floors

20 YEAR VISION STATEMENT

Plymouth Educational Center (the "School") is a state of the art academic institution at the forefront of today's ever-changing Education environment. The School is financially sound as a result of successful and aggressive marketing and fundraising campaigns spearheaded by The Plymouth Education Foundation (the "Foundation"). The collective efforts of the School and the Foundation have resulted in loyal financial support from its alumni and the Metropolitan Detroit community. The School is consistently awarded substantial grants through private foundations and an increasing number of alumni have designated the Foundation as a beneficiary in their individual estate plans, directing the Foundation to maintain these funds to benefit the School.

The School's aggressive marketing and community relations programs include seeking direct input from current parents of the School through various means, including surveys and focus groups. Extensive input from School parents and the Metropolitan Detroit community resulted in the School adding several new programs, which enjoy statewide recognition. These include music programs for K-8 and foreign languages such as Spanish and French. Through the involvement of School parental committees and the efforts of the Foundation, the School has capitalized on the expertise of its parents to enrich the Education experience with technology, community service, the arts, and other programs.

The School's enrollment has been at full capacity for the last ten years and every grade has a waiting list because of its superior curriculum and faculty. The School's academic curriculum includes a requirement that classes be involved in public service programs that benefit the community and teach its students to contribute to the well being of their fellow citizens. Safety programs, clothing and coat donations, food drives, and Christmas gift drives for needy children are some of the student's efforts. The School's academic and civic progress is due in large part to the School's ability to recruit and retain a dedicated staff of teachers and staff who are paid a competitive salary.

A technology team, initiated and supported by the Foundation, has developed a plan and equipped the School with cutting-edge computer and other technological advances to ensure students receive the most advanced education available. These programs include new updated computers installed every five

years and a learning kiosk center with plasma screens for students to view lessons and perform research on different topical areas. Every student has a computer linked to the School's advanced library and to an immense network of Education research and testing. Several local companies have been so impressed with the School's commitment to technology and education that the updates are financed entirely through corporate donations. A new science lab was also added, which has received statewide acclaim for its technology and innovation.

The School's physical plant and facilities have been revamped with updates to the gymnasium, kitchen and office areas and construction of a new high school. The athletic field, locker room and park/play areas have been completed and re-equipped every 10 years. The renovations have kept the building safe and extended its useful life, yet maintained its nostalgic character so many generations have enjoyed. This has enhanced the Education environment at the School where a long-standing tradition of honor and character continue to be its mainstays.