



**Education Alliance of Washoe County  
STRATEGIC PLAN  
2015-2020**

**MISSION STATEMENT**

*The Education Alliance is a community partnership that fosters educational excellence and student achievement in Washoe County through leadership, advocacy, and resource development.*

The Education Alliance accomplishes its mission through a Board and Committees that are reflective of our community (students, parents, families, business leaders, civic leaders, educators, and other stakeholders). Our mission emphasizes:

**Leadership**

Promote awareness of educational needs and develop leadership skills of stakeholders and Education Alliance members.

**Advocacy**

Develop and communicate best practices and initiatives that support career and education goals.

**Resources**

Provide targeted support of educational achievement initiatives.

**Education Alliance of Washoe County**  
**OBJECTIVES - Draft**  
**2015-2020**

The 2015-2020 Strategic Plan Objectives serve as a guide to our community and committees to support the mission of the Education Alliance.

**LEADERSHIP**

*Promote awareness of educational needs and develop leadership skills of stakeholders and Education Alliance members.*

**Objectives**

1. Provide opportunities to expand awareness for educators, families, businesses, and civic leaders about Pre-K through higher education in Washoe County:
  - a. Principal for a Day
  - b. Consider the following:
    - i. Business and Civic Leader/Executive for a Day
    - ii. Higher Education Leader for a Day
    - iii. Other programs for different levels
  - c. Regular updates/presentations to and from the Education Alliance; the Washoe County School District; the University of Nevada, Reno; and Truckee Meadows Community College.
  
2. Provide the framework for businesses and community organizations to engage with schools:
  - a. Partner in Education (PiE) Program
  - b. Develop and implement a Comprehensive Communication Plan to provide value to partners through media, etc.
  
3. Provide data analysis and information to support student achievement:
  - a. Complete annual Data Profile
  - b. Researched support for Nevada Ready Standards
  - c. Researched support for Diploma Proposal
  - d. Career and College Readiness educational materials and programs
  
4. Develop Education Alliance Board Leadership:
  - a. Board engagement tool
  - b. Bylaws Review
  - c. Board Member Orientation
  - d. Recruit future board members
  - e. Build and maintain committee membership

## **ADVOCACY**

*Develop and communicate best practices and initiatives that support career and education goals.*

### **Objectives**

1. Provide research to support educational achievement for Pre-K to 12<sup>th</sup> grade, higher education, and career pathways:
  - a. P-16 Projects
  - b. Education White Paper(s)
  - c. Data Profile
  - d. Career pathways s (e.g. apprenticeships, certifications)
  
2. Provide opportunities for collaboration between education and students, parents, families, businesses, and civic leaders:
  - a. Partner in Education Program
  - b. Run for Education
  - c. Career and College Readiness initiatives
  - d. Principal for a Day/Business and Civic Leader/Executive for a Day
  
3. Develop strategies for stakeholders to advocate for educational achievement:
  - a. Understand and communicate educational initiatives
  - b. Public speaking training
  - c. Letter writing campaigns
  - d. Testimony at hearings

## **RESOURCES**

*Provide targeted support of educational achievement initiatives.*

### **Objectives**

1. To develop and maintain resources supporting the Education Alliance mission and programs:
  - a. In-kind Donations
  - b. Grants
  - c. Fundraising
  - d. Sponsorships
  - e. Institutional support
  
2. Provide fiscal accountability and continuity of operations:
  - a. Develop an annual budget
  - b. Conduct an annual audit
  - c. Prepare an annual report
  - d. Develop and sustain Board and Committee recruitment, training, and development