



2023 STRATEGIC PLAN



In 2022, Big Brothers Big Sisters of Metro Atlanta embarked on a journey to create a strategic plan that will guide our work over the next three to five years. This process was informed by a strategic analysis of our data and program results, as well as interviews and focus groups with funders, partners, parents and volunteers. Centering this work on our young people, the Little Brothers and Sisters who are enrolled in the program, we identified priority outcomes—the social, emotional, academic and life skills that we want all kids to have. Through a collaborative process with the Board of Directors, Executive Leadership Team and Staff, we created strategic themes, objectives and initiatives to support those priority outcomes and make our vision actionable.

Mission: To create and support mentoring relationships that ignite the power and promise of youth.

Vision: All youth achieve their full potential

Priority Outcomes for Youth

- Littles form safe, trusting adult relationships
- Littles are socially and emotionally healthy
- Littles cultivate their interests and strengths
- Littles develop a sense of purpose and agency
- Littles are successful in school
- Littles are prepared for life beyond high school

These priority outcomes will be defined by measurable progress indicators, and our performance on these outcomes will be reported annually.



**Big Brothers
Big Sisters®**

OF METRO ATLANTA

STRATEGIC THEMES

We have identified four Strategic Themes that will guide our work and advance the priority outcomes identified for the youth we serve.

Portfolio of Service Delivery Models

Objectives

- Serve more Littles through a quality mentoring relationship
- Reduce number of Littles on the waiting list

Initiatives

- Evaluate and scale regional service model
- Continue to scale expanded site-based program models and partnerships
- Provide tailored programming to serve teen and young adult Littles

Quality Programming

Objectives

- Enhance quality and consistency of the Little experience
- Improve outcome measurement, reporting and utilization

Initiatives

- Intentionally seek and respond to youth voice
- Enhance support for Bigs to address current and emerging needs and interests of Littles
- Improve data collection processes
- Conduct formative program evaluation and use evaluation results for continuous program improvement
- Create systems to measure post-high school outcomes

Strengthened Internal Capacity

Objectives

- Increase staff retention and efficacy
- Elevate the culture of belonging, purpose and trust
- Increase and sustain revenue
- Expand funding channels

Initiatives

- Invest in professional development of our staff to deepen their leadership capacity and serve as a pipeline for future leadership roles
- Continue to improve competitive salary and benefit offerings
- Improve onboarding and ongoing training processes and opportunities for staff to allow them to become better equipped to support the organization
- Diversify and expand revenue generation channels

Volunteer Mentor Experience

Objectives

- Increase number of volunteer mentors heavily invested in the mission of BBBSMA
- Assess and increase satisfaction of Bigs
- Increase retention of volunteer mentors
- Reduce time of Littles on the waiting list

Initiatives

- Map the ideal, integrated process of the volunteer mentor experience across the organization, from recruitment through ongoing relationship building
- Enhance recruitment process
- Improve and streamline enrollment process
- Create programming to support and cultivate relationships with Bigs