



Strategic Plan 2024-2029

MISSION:

The mission of Communities In Schools of South Central Texas is to surround students with a community of support, empowering them to stay in school and achieve in life.

VISION:

Empowering communities to provide tailored wrap around supports, resources and opportunities for every child to discover their potential and achieve their goals.

STRATEGIC GOALS:

1. Communities In Schools of South Central Texas will be recognized across the communities, students and campuses we serve as a positive, trusted, source of support. We will do this by telling our story.

Implementation Strategies:

- a. *Create an intentional and intense marketing and messaging plan with a diverse target audience including local government officials and school districts.*
- b. *Train all staff and board members on speaking points related to the marketing plan and their role in getting the word out.*
- c. *Share the impact of our programs in compelling ways with data and stories through a variety of channels to motivate the communities we serve and funders to support our work.*
- d. *Support and promote alumni achievements.*

2. Communities In Schools of South Central Texas will be secure and confident in our annual funding and continuously seek new and unique funding sources to grow and support programming and staff to meet community needs.

Implementation Strategies:

- a. *Develop a major gift fundraising strategy.*
- b. *Focus fundraising efforts in communities we serve outside New Braunfels.*
- c. *Explore alternative fundraising support options.*
- d. *Educate staff and board on the importance of endowment goals.*
- e. *Invest in the thrift store to increase profits.*
- f. *Add a \$5 million dollar endowment in 5 years and an additional \$5 million dollar endowment in 10 years (for a total of \$10 million).*

3. In five years, Communities in Schools of South Central Texas will have a clinical counselor for every 2-3 campuses which will increase mental wellness for all our students and families.

Implementation Strategies:

- a. *Integrate mental health messaging into marketing plan.*
- b. *Expand mental health and wellness services to meet the diverse needs of campuses.*
- c. *Explore diverse ways to provide counseling services.*
- d. *Provide training and credentialing for site coordinators.*