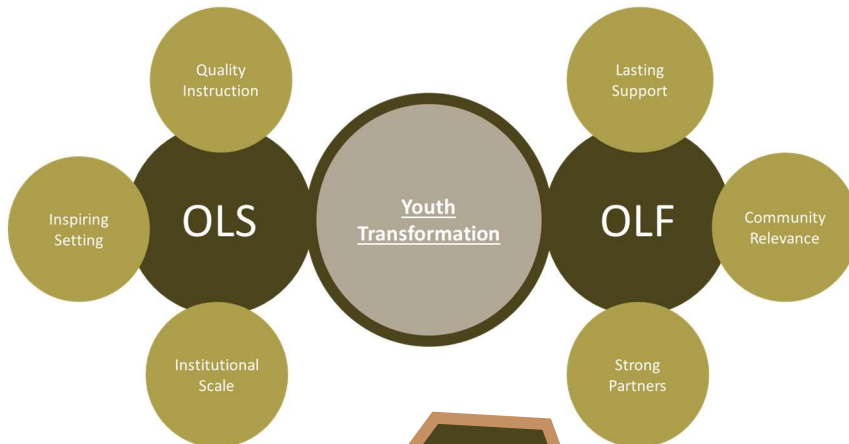




STRATEGIC FRAMEWORK

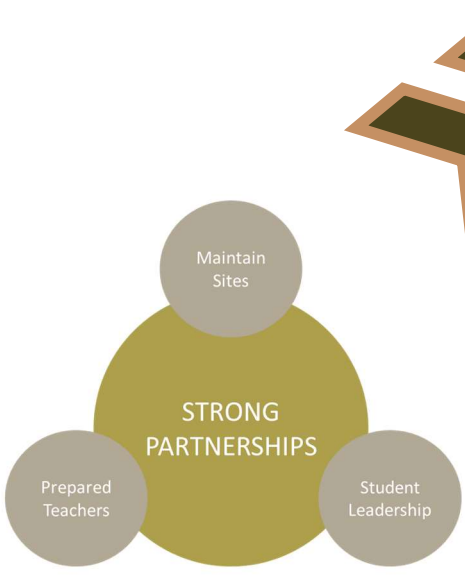
Mission
To inspire community support for, and advocate on behalf of, Jeffco's Outdoor Lab Program.

Vision
Enduring Program, Inspired Students, Cherished Sites



Values – ICARE

Integrity
Commitment
Awareness
Respect
Empathy



- Maintain Sites**
 - Site Improvement Plan
 - Housing updates
 - Historic Preservation
 - Conservation Easement
- Student Leadership**
 - Improved Marketing and Recruitment
 - Scholarship Program
 - Intern Program
 - Preparation, Recognition and Support Programs
- Prepared Teachers**
 - Expand Evening Presentations
 - Stronger Interpersonal Relations
 - Student Frontloading Resources

- Diversify Funding**
 - Grow Individuals Donor
 - Increase Corporate Donors
 - Grow Foundation Support
 - Increase Local Govt Support
 - Expand Gear Shop Revenue
 - After Dark Success
 - Lab Card Participation
- Strategic Comms**
 - Formalize comms calendar for internal and external audiences
 - Improved content creation
 - Events and Fundraisers
- Internal Systems**
 - Create/ refine donor reports – retention, growth, Lab Cards, monthly, etc.
 - Develop Gear Shop sales and inventory reporting procedures
 - Monitor newsletter, social, web growth and engagement

- Build Trust**
 - Community Outreach Program
 - Expanded Gear Library
 - School tailored marketing materials
- Tuition Assistance**
 - Improve distribution of unrestricted tuition funds
 - Increase participation rates among Tier 2, Tier 3, and Tier 4 schools
- Listen Learn**
 - Youth development survey
 - Stakeholder satisfaction survey
 - Stakeholder roundtable and focus group listening sessions.

N39° 19' 55.258"
W105° 23' 11.59"

N39° 38' 28.946"
W105° 27' 37.148"