

**Twin Lakes Literacy**

**Council**

**Strategic Plan**

**2017 – 2018**

# **Strategic Plan for Twin Lakes Literacy Council Fiscal Year 7/1/2017 – 6/30/2018**

## **Mission Statement:**

*Our mission is to empower and enrich communities through teaching literacy.*

**I. Goal: Public Awareness.** Increase county awareness of literacy issues and the work of Twin Lakes Literacy Council.

**Strategy A: TLLC will continue its use of media and technology to raise awareness of literacy issues and recruit volunteers and students.**

Objectives:

1. Submit articles and press releases to the local newspapers and request interviews and public service announcements from local television and radio stations.
2. Review and update VolunteerMatch and web pages as needed. Facebook posts will be increased to once a week.

**Strategy B: TLLC will maintain tutor recruitment and student enrollment in Mountain Home, outlying areas of Baxter County and ESL students in Marion County as appropriate to population base and as funds permit.**

By 6/30/18---	Enrollment:	95 volunteers
		175 students

By 6/30/20 ---		100 volunteers
		180 students

1. Send a representative of TLLC to speak to at least six area groups.
2. Serve students in Cotter, Gassville, Norfolk and ESL students in Marion County as needed and as funds permit.
3. Promote volunteer recruitment through contacts with current tutors, public service announcements and articles in local media outlets. TLLC staff and volunteers will also recruit new volunteers at the annual Volunteer Fair at the Donald W. Reynolds Library.

4. TLLC staff will ask for feedback when volunteers leave the agency. The administration will track reasons that TLLC volunteers choose to stop serving with the agency.
5. Track length of time volunteers serve at TLLC.

## **II. Goal: Maintain tutor support and supervision**

**Strategy: TLLC staff will maintain the amount of support and supervision given to volunteers.**

1. Regularly provide tutors with agency guidelines about student confidentiality laws.
2. Provide trainings on importance of agency paperwork: lesson plans and reports on volunteer hours.
3. TLLC staff will provide tutor trainings as needed to train new volunteers during the year.
4. TLLC will provide a mentor to all new tutors if desired.
5. TLLC staff will continue student/parent/tutor communication regarding student absence notification, as measured by monthly tutor reports and feedback from the annual tutor feedback meetings.
6. TLLC staff will explore the use of a volunteer to monitor student safety in the after-school tutoring program. This includes safety in the building and the parking lot.

## **III. Goal: Improve student services**

**Strategy: TLLC will improve student access and privacy in the student learning area.**

1. TLLC will strive to provide a greater variety of convenient locations at which to serve the students as funds and availability of tutors permit.

2. Student testing will be provided on admission to the program and at regular intervals. TLLC staff will explore different methods of testing ESL students.
3. TLLC will explore ways to improve communication with area schools.
4. TLLC volunteers will continue computer tutoring to include Microsoft Word, Excel and PowerPoint.

#### **IV. Goal: Improve administration of TLLC**

Strategy: TLLC will pursue funding 2017– 2018

1. TLLC will apply for funding of approximately \$34,750 from corporate and charitable foundation grantors during 2017 – 2018. These sources of funding will be actively pursued, as will other potential grantors that are made known to us during the period.
2. TLLC staff & volunteers will raise at least \$10,000 from donations and \$3,075 from fundraisers.
3. TLLC staff will pursue in-kind donations of approx. \$45,000 from the community.
4. The Executive Director will continue work on the sustainability plan for key operational elements at TLLC. This plan includes the following:
  - A. Continue to update the Policies and Procedures Manual at regular intervals
  - B. Continue to identify persons who could undertake tasks in an emergency succession.
  - C. Continue to provide training for the identified people.

2017 – 2018: Update Manual  
Complete training in two areas.

2018 – 2019: Update Manual  
Complete training in remaining areas.
5. The TLLC Board of Directors will review the budget on a quarterly basis.
6. TLLC staff & the Board of Directors will explore ways to ensure safety at TLLC, such as wearing nametags, taking CPR and First Aid classes.

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