

# Strategic Plan

## MISSION

SEF financially supports a complete academic environment within which Sequoyah School's students will receive a high-quality education exemplified by academic achievement and excellence.

## VISION

SEF should have all the public and private resources it needs to assist in providing the students of Sequoyah Elementary School with a world-class education.

## VALUES

- Community     Strengthen our community by ensuring our children receive an excellent education.
- Teamwork     We support each other in our efforts to manage and raise money for SEF.
- Integrity     We act ethically and responsibly as good stewards of the gifts that have been entrusted to us.
- Accountability     We hold ourselves accountable for doing what is in the best interest of all of our children.
- Success     We strive for success in everything we do.

<p><b>Key Strategy</b></p> <p>Increase the funds available to support our children</p>	<p><b>Key Strategy</b></p> <p>Improve communication with parents, teachers, students, and our community</p>	<p><b>Key Strategy</b></p> <p>Create (and implement) an objective decision making process</p>	<p><b>Key Strategy</b></p> <p>Consistently evaluate and ensure the success of all viable historical and current SEF initiatives</p>	<p><b>Key Strategy</b></p> <p>Board Development</p>
<p><b>TACTICS</b></p> <ul style="list-style-type: none"> <li>• Create a budget annually</li> <li>• Evaluate new and innovative ways to fundraise</li> <li>• Take advantage of all available SEF resources (e.g. grants)</li> <li>• Increase volunteer participation and grade level representation</li> <li>• Develop a plan to increase alumni fundraising participation</li> <li>• Implement an invoicing system for benefit donors</li> <li>• Consideration/review of paid administrative support</li> </ul>	<p><b>TACTICS</b></p> <ul style="list-style-type: none"> <li>• Create a consistent and compelling fundraising message</li> <li>• Clean-up and annually update the SEF donor database</li> <li>• Regularly update the SEF website</li> <li>• Delineate SEF versus PTA funding initiatives</li> <li>• Appoint liaison to facilitate (on an as needed basis) any discussions between SEF and Knox County</li> </ul>	<p><b>TACTICS</b></p> <ul style="list-style-type: none"> <li>• Annually survey parents and teachers for feedback, particularly on weaknesses and opportunities for improvement</li> <li>• Conduct Board level discussions regarding survey results and SEF funding needs</li> <li>• Identify 3 to 4 initiatives each year for potential funding</li> <li>• Utilize a decision making matrix (based on mission, vision, and values) to guide our spending priorities</li> </ul>	<p><b>TACTICS</b></p> <ul style="list-style-type: none"> <li>• Develop an evaluation process for all SEF initiatives</li> <li>• Develop an annual IT budget</li> </ul>	<p><b>TACTICS</b></p> <ul style="list-style-type: none"> <li>• Identify candidates that have skill levels in specific board strategies (ex. Fundraising; IT; survey evaluation; web page maintenance, etc)</li> <li>• Develop formal Board turnover plan</li> </ul>