

MARIN EDUCATION FUND – 2007-12 STRATEGIC PLAN

Executive Summary

November 8, 2006

MISSION: Marin Education Fund believes everyone should have a chance at college. We advocate for equal educational opportunity for everyone in the Marin community and support students in need to successfully access, pursue and complete higher education.

VISION: Our vision is that every student in Marin County, regardless of race, ethnicity or socioeconomic background, will be able to pursue his or her goals and have equal access to the full range of higher educational opportunities.

VALUES & BELIEFS:

- Education is the foundation of a just and equitable society.
- Education is a right regardless of race, ethnicity or socioeconomic background.
- Education is the responsibility of families, schools and communities.
- Education is critical to the well being of individuals, families and the economic and social health of our community.

KEY DEFINITIONS:

Target Population – this is defined as all students in Marin County with significant financial need and/or those that have been traditionally underrepresented in higher education.

College – An institution offering instruction usually in a professional, vocational or technical field. Includes a traditional 4-year school, vocational training or 2-year community college.

CORE COMPETENCIES:

- a) Outreach and Relationships – reaching out to and involving the community.
- b) Highly effective college access programs including college tours, mentoring workshops etc.
- c) Scholarship Program Service and Delivery.
- d) Leveraging data and information to evaluate program effectiveness.

GOALS, & STRATEGIES

1. **Goal: All students in Marin County have equal access to the full range of educational opportunities.** This goal has two audiences:

- The target population defined above - the objective is that this population acquires the expectation to be college bound.
- The general community of Marin County that is not well informed or aware of the issues in the educational sector.

Strategies:

- a) Expand Advocacy efforts to reduce the Achievement Gap and influence public policy.
- b) Expand community outreach to high schools and community-based organizations.
- c) Raise awareness of the educational issues throughout the community through general information dissemination, events and outreach.
- d) Cultivate collaborative partnerships with the schools.

2. **Goal: Target population is on track to apply, enroll and graduate from college.** This will be achieved through ‘high-touch’ outreach programs that provide hands on experience, detailed guidance, mentoring and role models.

Strategies

- a) Reach out to target population at an early age in order to create an ongoing expectation of attending college and familiarize children and their parents with Marin Education Fund and its resources.
- b) Provide ‘high-touch’ outreach programs that provide hands on experience, mentoring and detailed guidance to high schools.
- c) To expand outreach presentations to focus on male students of color by reaching out to them where they live, play and work.

3. **Goal: Financial circumstances are not barriers to accessing, pursuing and completing higher education for targeted population.**

Strategies:

- a) Update Marin Education Fund Scholarship award amounts to keep pace with the growing demand and unmet financial need.
- b) Commit longitudinal support to scholarship recipients.
- c) Provide comprehensive information, guidance and resources that allow students to fulfill all unmet financial need.
- d) Expand strategic partnerships with colleges & universities to provide committed scholarship dollars.

4. **Goal: Sustainable (human and financial) resources are secured to support long-term programs, growing scholarship needs, and affords the organization the flexibility to adapt to the changing economic environment**

Strategies:

- a) **Execute the Marin Education Fund Plan. The key elements of this plan are as follows:**
 - i. Fund Development – Expand the diversity and sources of funding sources.
 - ii. Marketing & Communications – Raise the visibility of Marin Education Fund in the local and broader community.
 - iii. Special Events – Essentially a component of Marketing, but with its own unique requirements.
 - iv. Alumni Efforts – Marin Education Fund has a significant population of successful alumni that could be a dynamic resource, and yet, to date has been largely untapped.