



Mission Statement:

The Foundation's purpose is to support and provide access to high quality education in Grand Forks Public Schools by raising private support for new and enriched opportunities.

Vision Statement:

The Foundation's vision is to support education and to provide all Grand Forks Public School students and educators with maximum opportunities for excellence. The Foundation expects to achieve its vision by fostering resources which:

- Support a climate that nurtures every student and reveres excellence in teaching.
- Fund innovative programs identified by schools as beneficial for students and the community.
- Make it possible for every student to participate in school experiences.

Board Effectiveness Summary:

- ❖ Maintain current meeting place/date/time and meeting length.
- ❖ The Board of Directors (BOD) are prepared for meetings and with the staff providing event information for the academic year to better support upcoming events.
- ❖ BOD understand the roles and responsibilities of the board, but ask the staff to phase in transition meetings for new board members, and provide all members with a description of all committees and roles along with job responsibilities, a timeline of events, meetings, and responsibilities.
- ❖ A more formal orientation process/onboarding is important for new BOD members.
- ❖ The BOD commits to improve diversity on the board by considering school location and geography, different experiences in the education system, community diversity in terms of gender, disability, cultural identity, sexual orientation, etc. (e.g., BIPOC and other forms of diversity represented in the community), and then to create strategies for inviting new members.
- ❖ In order to be effective board members, we take an active interest in the business of the Grand Forks Foundation for Education & Alumni Network (GFFE) and gain knowledge in order to provide opportunities; to make time to prepare, attend and support meetings and events; to have short and long-term goals, communicate well, know our responsibilities and participate fully.
- ❖ Financial support by the BOD is required, however a specific amount or mode of support is not expected, only an expectation of support. BOD can give of their time (volunteering for events), talents (professional services), or funds.

Priority #1: Elevate Academics

Goal #1: Increasing Opportunities for Excellence in Teaching and Learning

Strategies

- ❖ Reward/Recognize Excellence
 - Employee of the Quarter
 - Partner with GFPS to provide funds to go with the award.
 - Use Board Designated fund for the time being, and consider seeking donor / sponsor in the future.
 - Who: Emilia Hodgson
 - When: Fall 2021
 - Hall of Fame Award (Teachers, Administrators, Support Staff, etc.)
 - Change to odd years and start in 2021 due to postponement in 2020.
 - Emilia to get approval for the change in date and schedule.
 - Who: Emilia
 - When: June 2020
- ❖ Support Professional Growth for Staff
 - Establish a local professional event with a partner(s) (GFPS, RRVEC, others), and support professional development, such as conferences or academies, etc., by finding sponsors, helping with funding.
 - Connect with GFPS Administration regarding interest.
 - Who: Emilia, Catherine Gillach
 - When: end of 2020-21 school year
- ❖ Enriched Opportunities for ALL Students
 - Provide funding for programs and resources to enrich learning for students at all learning levels.
 - Continue to prioritize a variety of enriched opportunities with our mini and impact grants.
 - Who: Programming Committee
 - When: ongoing
 - Continue to support district-wide programs such as music, robotics, Little Red Reading Bus, etc.
 - Who: Emilia
 - When: ongoing
- ❖ Improve the Climate for Learning
 - Support processes and spaces around mental health care for staff and students (ex: circles, castle, emotional intelligence).
 - Connect with GFPS Mental Health Coordinator regularly to identify needs for funding.
 - Who: Emilia, Catherine
 - When: ongoing
 - Support expanding opportunity for District Senior HS students during ACT/Pre-ACT testing, e.g., mental health support/connections, speakers, job shadowing, volunteer opportunities, etc.
 - Who: Mike Wilber, Emilia
 - When: ongoing

- Support a diverse and inclusive climate for student learning by engaging students and finding ideas for all voices to be heard.
 - Let the Administration know we are supportive of the process as needed.
 - Who: Emilia, Catherine
 - When: ongoing

Priority #2: Supporting Innovative Programs

Goal #1: Engage Educators

Strategies

- ❖ Raise awareness about the Foundation and our grant opportunities.
 - Reach out to liaison in each building to answer questions about the Foundation and support colleagues looking for funding.
 - Who: Nominating Committee
 - When: Spring-Summer 2021
 - Provide recognition for grant awards, including "Educator Stories" with stories, comments, quotes.
 - Who: Emilia
 - When: Prior to fall and winter grant deadlines
 - Foundation staff/BOD attend building staff meetings, with the ambassador, to present and answer questions, share endowments specific to their building/grade level/curricular area.
 - Who: Emilia/BOD
 - When: Fall 2021

Goal #2: Engage Students

Strategies

- ❖ Engage student clubs (student council, DECA, NHS, etc.) to learn more about fundraising and volunteering opportunities.
 - Who: Emilia/BOD - Meet with Activities Directors
 - When: 2021-2022 Academic Year
- ❖ Approach the building ambassadors with student specific grant opportunity to fund a special project at their building. Give them a sum of money from our unrestricted funds and lead them through a granting mechanism.
 - Who: Programming Committee
 - When: Academic year 2021-2022

Goal #3: Engage Community/Local Business Members & Alumni

Strategies

- ❖ Provide local businesses and organizations an opportunity to fund enriched and innovative opportunities for our students.
 - Who: Emilia
 - When: ongoing

Priority #3: Access & Equity

Goal #1:

Give students the opportunity for educational success by supporting their essential needs.

Strategies:

- ❖ Increase visibility and awareness in the community (GFPS, Community, and Alumni)
 - Sharing our stories on social media, etc.
 - Create video and promo/info material.
 - Annual Giving Hearts Day campaign focused.
 - Get stories out regularly including weekly spots on social media.
 - Create a professional brochure.
 - Include staff, teachers, etc.
 - Needs-specific.
 - Include GFPS social workers, etc., who can tell the story from different perspectives.
 - Recruiting building ambassadors to share our stories to increase funding.
 - Create list of candidates to invite (nominating committee, BOD members working in GFPS).
 - Have an in-person table at school open houses, ceremonies, and other events with treats, marketing, etc.
 - Who: Programming Committee
 - When: Fall 2021- timed with the employee giving campaign
 - BOD ambassadors.
 - All BOD members ambassadors for the Foundation, promoting to colleagues, friends, professional groups, etc.
 - Create an "elevator speech" to help BOD members to promote giving.
 - Who: Emilia, BOD
 - When: complete by end of May 2021

- ❖ Increase Funding
 - Identify strategies to work with United Way for HR/Payroll employee giving (keep in mind they take 10%).
 - Who: Emilia/Lisa Heher, BOD with experience
 - When: Speak with United Way in March 2021
 - Businesses in the area who may be interested:
 - University of North Dakota – Employees
 - City of Grand Forks
 - Altru Health System
 - Hugo's
 - Sanford
 - Downtown Development Association - Round-Up Local Businesses
 - Minnkota
 - PS Industries
 - Acme
 - Simplot

- Cirrus
- Choice Health & Fitness
- North Dakota Mill
- American Crystal Sugar
- Others
- Direct ask GFPS Alumni
 - Soliciting stories of Alumni who have been helped by the GFFE or who have stories to share.
 - Use our class list of anniversary years upcoming and invite donors/recipients.
 - Who: Emilia/BOD
 - When: Coordinate with homecoming as a due date, work on during summer months
 - Scheduling social media monthly output to alumni.
 - Who: Emilia
 - When: ongoing
 - Create outreach campaign to the alumni on 15/20/25/30th anniversaries.
 - Research has proven that the 15-, 20-, 25-, and 30-year anniversary marks for alumni have historically given the highest return in donations.
 - Create an outreach campaign to the alumni of those years on a rotating basis and request donations to benefit the students walking in their footsteps.
- Catalogue and categorize our current fund types and allow the donors to choose the fund type or outcome they desire on website and in brochures.
 - Who: Emilia
 - When: ongoing
- Solicit alumni from each year to sign the letters, bringing a personal touch from the year. Perhaps the class president? Valedictorian?
 - Who: Emilia, BOD
 - When: ongoing
- Start tracking the yearly give for each class and put a new goal in each letter based on the last give.
 - Who: Emilia/Staff
 - When: ongoing

Goal #2:

Identify and address areas where funding has been denied or difficult, and where resources are needed to create greater equity.

Strategies:

- ❖ Survey gaps in our School Community: educators, social workers/counselors, administrators.
 - GFFE to send out google survey documents with the communications department of GFPS.
 - Board to construct a survey that represent parents, educators, etc. Involve the GFPS Social Workers too.
 - Who: BOD
 - When: Spring-Fall 2021
 - Identify highly ranked critical needs from survey and determine the funding priorities.

- Use existing funds to meet these priorities; identify and solicit new donors for emerging critical needs for which funding is not currently available.
- Reach out to GF community partners, agencies, businesses who see needs we may not be aware of.
- Look at past 3 years of funding requests to see if there are consistencies in awarded and non-funded projects/requests.

The Foundation's Board of Directors will review the 2021-2026 strategic plan annually at its June meeting.