

**Salem-Keizer Education Foundation  
Strategic Plan 2008-2010**

**Goal 1 Assist in the professional development of teachers within District**

<p><i>Goal 1 Connected Values</i></p> <ul style="list-style-type: none"> <li>✓ <i>Student Achievement</i></li> <li>✓ <i>Community</i></li> <li>✓ <i>Leadership</i></li> </ul> <p><i>Connection to District Goals</i></p> <ul style="list-style-type: none"> <li>• <i>Improve Student Achievement</i></li> </ul>
---

<b>Outcome - 1.1 SK educators will have multiple and meaningful resources to meet ongoing and changing needs of students in our District</b>	
Action Strategies	<p>1.1.1 Collaborate with office of Professional Development to establish partnership goals</p> <p>1.1.1 a Investigate how to bring AVID to all District schools</p> <p>1.1.1 b Continue support District's GLAD training/program through financial resources and Enrichment Academy</p>
	1.1.2 Collaborate with Literacy, Math and Science departments to develop partnership goals
	1.1.3 Align with District on the celebration of professional growth (i.e. Crystal Apple, in-services)
	1.1.6 Promote availability of various resources available to teachers (website)
	1.1.7 Promote SKEF as a value-added to recruitment tool for SKEF for HR Department

**Goal 2 – SKEF is sustainable and is capable of capitalizing on new opportunities**

<p><i>Goal 2 Connected Values</i></p> <ul style="list-style-type: none"> <li>✓ <i>Leadership</i></li> <li>✓ <i>Stewardship</i></li> <li>✓ <i>Integrity</i></li> </ul> <p><i>Connection to District Goals</i></p> <ul style="list-style-type: none"> <li>• <i>Effective Organization to support student achievement</i></li> <li>• <i>Improve student achievement</i></li> </ul>
---

<b>Outcome - 2.1 Maintain current level of activities supporting the mission and vision of SKEF</b>	
Action Strategies	<p>2.1.1 Continue to plan and increase activities associated with:</p> <ul style="list-style-type: none"> <li>• Awesome 3000</li> <li>• Crystal Apple Awards</li> <li>• Enrichment Academy</li> <li>• Teacher and Subject Initiative grants</li> <li>• Grant Educators Circle</li> <li>• Academy for Teaching and Learning</li> </ul>
<b>Outcome - 2.2 Ability to capitalize on growth opportunities</b>	
Action Strategies	2.2.1 Develop policy to maintain reserves; encumber percentage of income to support operating budget
	2.2.2 Grow and sustain funds to hire necessary staff to adequately support Foundation programs
	2.2.4 Investigate viability of scan coupons as development program



**Goal 3 - Highly credentialed grant program**

- Goal 3 Connected Values*
- ✓ *Student Achievement*
  - ✓ *Leadership*
  - ✓ *Stewardship*
- Connection to District Goals*
- *Improve Student Achievement*
  - *Effective Organization to Support Student Achievement*
  - *Leadership Development*

<b>Outcome - 3.1 Increase partnerships for teacher grant funding</b>	
Action Strategies	3.1.1 Review existing literature and revise as needed
	3.1.2 Research and document data on funding from previous years
	3.1.3 Increase participation in grant education program across district
<b>Outcome - 3.2 Create sustainable grant replication program</b>	
Action Strategies	3.2.1 Develop criteria for “replicable” grant(s)
	3.2.2 Follow up on targeted evaluations with board partnerships to follow each grant
	3.2.3 Continue policy for funding grant application by setting aside funds for replication grants by setting aside 20 percent of current year’s grant funding
	3.2.4 Post approved grant programs on website for teacher resources
<b>Outcome - 3.3 Sustain and increase number of grant applications and awards, including those in subject initiatives</b>	
Action Strategies	3.3.1 Review existing literature and revise as needed
	3.3.2 Target select number of schools to focus emphasis on application process
	3.3.3 Sponsor or organize grant writing workshop

**Goal 4 – SKEF is recognized as a partner, leader and a catalyst for education within the community**

- Goal 4 Connected Values*
- ✓ *Community*
  - ✓ *Leadership*
  - ✓ *Stewardship*
- Connection to District Goals*
- *Public Engagement*

<b>Outcome - 4.1 Increase community awareness of SKEF</b>	
Action Strategies	4.1.1 Develop relationships with community partners
<b>Outcome - 4.2 SKEF will be recognized in mainstream markets</b>	
Action Strategies	4.2.1 Leverage current events to maximize SKEF logo and mission (trade ink, not dollars)
	4.2.2 Repetition of logo, signage, stickers, publicity, banners, annual renewal for supporting members – use stickers for businesses, banner for schools who have received grants)
	4.2.3 Provide banners to grant winners, schools and partners as appropriate
	4.2.6 Increase circulation of newsletter, offer e-mail newsletter to reduce printing and mailing costs
	4.2.7 Establish marketing plan
<b>Outcome - 4.3 Enhance Crystal Apple event experience</b>	
Action Strategies	4.3.1 Inform and poll of nominees, sponsors, attendees
	4.3.2 Review location, site locations
	4.3.3 Review marketing and branding – connecting SKEF with event



**Goal 5 – Great Education Circle supports SKEF activities**

<p><i>Goal 5 Connected Values</i></p> <ul style="list-style-type: none"> <li>✓ Stewardship</li> <li>✓ Integrity</li> <li>✓ Community</li> </ul>
---

<b>Outcome - 5.1 Increase participation in GEC</b>	
Action Strategies	5.1.1 Create benefits to GEC members
	5.1.2 Increase awareness in professional community as opportunity for planned giving
	5.1.3 Further branding opportunities; Co-brand GEC with SKEF

**Goal 6 – Enrichment Academy is Salem Keizer’s finest academic enrichment program**

<p><i>Goal 6 Connected Values</i></p> <ul style="list-style-type: none"> <li>✓ Student Achievement</li> <li>✓ Leadership</li> <li>✓ Community</li> </ul> <p><i>Connection to District Goals</i></p> <ul style="list-style-type: none"> <li>• Improve Student Achievement</li> <li>• Effective Organization to support student achievement</li> <li>• Leadership Development</li> </ul>
--

<b>Outcome - 6.1 Enrichment Academy is recognized as initiating best practices in after school – Implement self sustaining, comprehensive enrichment academy</b>	
Action Strategies	6.1.1 Market to teachers, administrators, students, parents
	6.1.2 Increase number of teachers training in the EA program
	6.1.3 Continue establishment of curriculum, assessment instrument for each part of EA. These all will meet ODE requirements
	6.1.4 Apply for AYP funds to support the program
	6.1.5 Monitor and measure success of student achievement
	6.1.6 Increase scholarship donors through attracting more sponsors
	6.1.7 Make connections with district partners as a way to get to know what they are doing (e.g. parent coaching/training program, Coalition for Equality Education)

Acronyms

A3K – Awesome 3000      GEC – Great Educator Circle  
 AVID – Advancement Via Internal Determination    GLAD – Guided Language Acquisition Development  
 AYP – Adequate Yearly Progress    ODE – Oregon Department of Education  
 CAA – Crystal Apple Award SK - Salem Keizer School District  
 EA – Enrichment Academy    SKEF - Salem Keizer Education Foundation

