

APSEF THREE-YEAR STRATEGIC PLAN (FY25-FY27)

Our Vision:

Inspire the community to invest in Albuquerque Public Schools.

Our Mantra:

Empowering Educators to Inspire Students

Our Mission:

The APS Education Foundation partners with the community to invest in innovative and enhanced learning opportunities to help APS students reach their full potential.

Values:

We are committed to being:

- Student-focused
- Educator-supportive
- Partner-oriented
- Forward-thinking

We will fulfill these commitments by embracing the entrepreneurial spirit of taking calculated risks, assessing our outcomes, and being collaborative and agile.

Our Key Priority Areas:

1. BROADER AWARENESS & STRONGER INTEREST

Continue to build awareness of the Foundation and its positive impact on the APS community; and drive deeper interest from potential applicants, donors, volunteers, and ambassadors.

2. GRANT MAKING OPTIMIZATION

Evaluate and optimize the grant application and award process to ensure alignment with the Foundation's Mission and APS "Emerging Stronger" Strategic Plan. Strategic goal is to have a broader/deeper impact on the APS Community.

3. POSITIVE PERSPECTIVE

Maintain a positive outlook and voice by celebrating and amplifying the favorable impact that APS students and schools have on our community.

Our Key Initiatives:

- A. Marketing tactical improvements [Year 1 – Development & Marketing Committee and Staff]
- B. Plan to introduce or re-introduce APSEF to important stakeholders [Year 1 – Development & Marketing Committee and Staff]
- C. Encourage board members to get more actively involved [Year 1 – Nominating Committee]

- D. Board/Staff plan for listening tour [Year 1 Plan/Years 2-3 Implementation – Grants Manager]
- E. Formalized annual grant assessment process [Year 1 Plan/Years 2-3 Implementation – Grants Manager]
- F. Reach \$1 million in grants by 2030 [Year 1 Plan/Years 2+ Implementation – Everyone]

- G. Annually tell the expansive story of APSEF's impact [[Year 1 Plan/Years 2+ Implementation – Everyone]
- H. Amplify message that APSEF supports activities outside of APS budget [Year 1 Plan/Years 2+ Implementation – Development & Marketing Committee, Staff, and APS Communications]
- I. Explore the possibility of a new middle-school recognition program [Year 1 Plan/Years 2+ Implementation – Development & Marketing Committee, Staff, and APS Communications]
- J. Get students more involved in helping to market APSEF [Year 2 – Student Board Members and Staff]

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UPDATE ON KEY INTIATIVES

1. BROADER AWARENESS & STRONGER INTEREST

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2. GRANT MAKING OPTIMIZATION

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- E. Formalized annual grant assessment process [Year 1 Plan/Years 2-3 Implementation – Grants Manager] **STATUS:**
- F. Reach \$1 million in grants by 2030 [Year 1 Plan/Years 2+ Implementation – Everyone] **STATUS:**

3. POSITIVE PERSPECTIVE

- G. Annually tell the expansive story of APSEF's impact [[Year 1 Plan/Years 2+ Implementation – Everyone] **STATUS:**
- H. Amplify message that APSEF supports activities outside of APS budget [Year 1 Plan/Years 2+ Implementation – Development & Marketing Committee, Staff, and APS Communications] **STATUS:**
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