

Enriching Teaching . . . Inspiring Learning



Strategic Plan

2017 – 2022

The mission of Pearland ISD Education Foundation is to provide resources to enrich teaching, inspire learning and enhance opportunities for students enrolled in Pearland Independent School District.



Our Purpose

Pearland ISD Education Foundation was created to support educational programs for both students and staff of Pearland Independent School District. The foundation provides funds for educational programs and activities that either have not been funded or have been under-funded by the normal operating budget. These funds will be used to facilitate student achievement and skill development, to recognize and encourage staff excellence and to expand community involvement from individuals, businesses and civic organizations.

Pearland ISD Education Foundation:

- is a 501(c)(3) nonprofit, tax-exempt, philanthropic organization of citizens
- shares a vision of enhancing education in Pearland ISD
- works to increase private support for educational activities in Pearland ISD
- benefits Pearland ISD students and staff by supporting activities not funded by tax dollars
- fosters creative approaches to education through private grants and involvement
- awards funds through a volunteer Board of Directors made up of business, community and educational leaders

Our Goals

The foundation will achieve its mission by directing resources toward the following goals:

- Encourage all students to work to their highest potential
- Support staff for innovative efforts
- Recognize staff for exemplary teaching
- Build community awareness for the Pearland ISD Education Foundation
- Inspire parents and community to participate with the school district in enriching education



2017 Foundation Board of Directors

Executive Officers

Donna Rizzo, HomeTown Bank of Pearland

President

Melissa Black, PEDC

Vice President of Administration

Valerie Smith, Meador Staffing

Vice President of Development

Mona Chavarria, A&A Cleaning Services

Treasurer

Dr. John Kelly, Pearland ISD Superintendent

Secretary

Dena Hanks, Dena Hanks Designs

Director at Large

Katy Jernigan, Gulf Coast Educators FCU

Director at Large

Board Directors

Leslie Barcelona, Pearland ISD Parent

Lisa Brown, Thompson & Horton, LLP

Preston Bullard, Retired Pearland ISD

Sandy Cavazos, A-Better Plumbing

Brad Crain, Crain Group

Rebecca Decker, Pearland ISD Board Trustee

Kevin Fuller, Merrill Lynch

Mario Garner, Memorial Hermann Pearland

Sharon Goodwin, Tutoring Club of Pearland

Maria Guerrettaz, Pearland Council of PTAs

Greg Hill, Pearland City Council

Dr. Susan S. Lenamon, David L. Smith Realty

Suzanne Murray, Vic Coppinger YMCA

Bob Richter, Retired Pearland ISD

Phil Rutter, PBK Architects

James Schleider, Retired Pearland ISD

Linda Talbot, Timothy R. Ploch, PC

Kathye Warfield, RE/MAX Top Realty

Angela Wells, Stanfield Properties

Honorary Directors

City of Pearland Mayor Tom Reid

Texas Senator Larry Taylor

Texas Representative Ed Thompson

District Staff

Natalie Clogston

Chief Foundation Officer

Kim Hocott

Executive Director, Communications

Dr. Nyla Watson

Senior Assistant Superintendent



Focus Areas and Strategic Goals

A strategic plan has been developed to help guide organizational planning, effective summer 2017 through spring 2022, and shall be reviewed annually by Foundation Board of Directors.

There are five primary focus areas. Each area has a related strategic goal.

Strategic Goal	Primary Focus Area
We will continue to develop and engage a volunteer Board of Directors made up of business, community and educational leaders.	Board Development
We will expand opportunities to award funds for educational programs and activities that either have not been funded or have been under-funded by the normal operating budget.	Grant Programs
We will work to increase private support for educational activities in Pearland ISD.	Corporate Engagement
We will continue to build community awareness for the Pearland ISD Education Foundation.	Public Relations and Communications
We will develop a fundraising plan to promote growth and create ownership among board directors.	Development and Fund Management



Primary Focus Areas and Strategic Goals

Board Development

We will continue to develop and engage a volunteer Board of Directors made up of business, community and educational leaders.

Grant Programs

We will expand opportunities to award funds for educational programs and activities that either have not been funded or have been under-funded by the normal operating budget.

Corporate Engagement

We will work to increase private support for educational activities in Pearland ISD.

Public Relations and Communications

We will continue to build community awareness for the Pearland ISD Education Foundation.

Development and Fund Management

We will develop a fundraising plan to promote growth and create ownership among board directors.



Overview of Key Initiatives

Board Development	Grant Programs	Corporate Engagement	Public Relations and Communications	Development and Fund Management
<ul style="list-style-type: none"> • Refine board director duties and expectations • Expand committee purpose and responsibilities • Develop nomination process for board directors and officers • Create processes to assess board effectiveness and evaluate board director performance 	<ul style="list-style-type: none"> • Offer sponsored grants for Innovative Teaching Grants Program • Establish mini-grant program • Create adopt-a-classroom program 	<ul style="list-style-type: none"> • Develop and implement corporate giving campaign • Establish corporate partner recognition program 	<ul style="list-style-type: none"> • Launch Campus Ambassador Program • Increase opportunities to promote awareness and expand community involvement • Continue to build online presence for marketing success • Improve website user experience 	<ul style="list-style-type: none"> • Create and implement comprehensive fund development plan • Enable board directors to take active role in fundraising • Continue to ensure compliance with fund management policies and procedures



Action Plan

Each of the five strategic goals includes a series of key initiatives with specific action items, recommended timeline, and the person(s) primarily responsible. Quarterly updates shall be provided by Foundation Board of Directors.

Strategic Goal 1 (Board Development): We will continue to develop and engage a volunteer Board of Directors made up of business, community and educational leaders.		
Initiatives and Action Items	Recommended Timeline	Responsible Person(s)
1.1 Refine board director duties and expectations		
Revise expectations of individual board directors to include participation, attendance, and contributions	Complete by August 2017	Board Development
Reach 100% board financial participation		
1.2 Expand committee purpose and responsibilities		
Redefine purpose and structure of Nominating Committee to include board development, evaluation and accountability	Complete by August 2017	Board Development
Update bylaws from Nominating to Board Development		Legal Affairs
1.3 Develop nomination process for board directors and officers		
Design assessment tool to evaluate board composition and better determine director needs	Complete by June 2018	Board Development
Maintain database of potential board director candidates	Ongoing	
Take lead in re-elections and succession planning	Ongoing	
Create board orientation process for new board directors	2018 – 2019	
1.4 Create processes to assess board effectiveness and evaluate board director performance		
Develop assessment tool and timeline for evaluating board effectiveness and individual director performance	2018 – 2019	Board Development
Offer opportunities for training and team building	Ongoing	



Strategic Goal 2 (Grants Program): We will expand opportunities to award funds for educational programs and activities that either have not been funded or have been under-funded by the normal operating budget.		
Initiatives and Action Items	Recommended Timeline	Responsible Person(s)
2.1 Offer sponsored grants for Innovative Teaching Grants Program		
Define grant sponsorship to include purpose, level of funding, project type, etc.	Fall 2017	Fundraising and Development
Solicit 2 – 3 donors for initial participation		
Match sponsor with Innovative Teaching Grant Projects, determine special presentation (align with Surprise Patrol)	Spring 2018	Grants Committee
2.2 Establish mini-grant program		
Investigate mini-grant programs with purpose to fund projects up to \$500	Fall 2017	Chief Foundation Officer Sr. Asst. Superintendent Grants Committee Finance Committee
Present recommendations to board for approval with initial goal to award up to \$10,000 during first grant cycle		
Define program and timeline, develop application and committee review process	Spring 2018	Grants Committee
Launch program to Pearland ISD educators through marketing and communications	2018 – 2019	Chief Foundation Officer Exec. Director Communications
2.3 Create adopt-a-classroom program		
Investigate classroom donation programs	Fall 2018	Chief Foundation Officer Sr. Asst. Superintendent Grants Committee Pearland ISD Technology
Present recommendations to board for approval		
Define program and timeline, develop process	Spring 2019	Chief Foundation Officer Exec. Director Communications
Explore options for online donation system		
Launch program to potential donors and Pearland ISD educators through marketing and communications	Fall 2019	Chief Foundation Officer Exec. Director Communications



Strategic Goal 3 (Corporate Engagement): We will work to increase private support for educational activities in Pearland ISD.		
Initiatives and Action Items	Recommended Timeline	Responsible Person(s)
3.1 Develop and implement corporate giving campaign		
Define campaign purpose and timeline with initial goal to raise \$50,000 (suggested giving levels \$10K/7.5K/5K)	2017 – 2018	Fundraising and Development
Create sponsorship packet for distribution (proposed launch date Fall 2018)		
Identify target companies (resources include PEDC, Chamber of Commerce, Turner College and Career HS Principal)		
Maintain a database of potential corporate partners	Ongoing	
3.2 Establish corporate partner recognition program		
Host initial campaign kick-off event	Fall 2018	Fundraising and Development
Host an annual event (breakfast) for donor recognition	Spring 2019	
Create and follow relationship maintenance plan including face-to-face solicitations with donor prospects and cultivation meetings with sustained donors	Ongoing	



Strategic Goal 4 (Public Relations and Communications): We will continue to build community awareness for the Pearland ISD Education Foundation.		
Initiatives and Action Items	Recommended Timeline	Responsible Person(s)
4.1 Launch Campus Ambassador Program		
Investigate foundations with volunteer program	Spring 2017	Chief Foundation Officer Parent and Staff Relations
Create program description with clearly defined expectations for volunteer position		
Present to principals; confirm ambassadors		
Provide ambassador training and orientation	August 2018	
Manage program throughout the school year	Fall 2017 – Spring 2018	
Host an annual event for volunteer recognition		
4.2 Increase opportunities to promote awareness and expand community involvement		
Train board directors to speak effectively about the Foundation (suggestions include meeting presentation, talking point of the month, potential contest or challenge)	Ongoing	Chief Foundation Officer Board Development Board of Directors
Increase board member attendance as brand ambassadors at community events and district activities		
Submit at least one press release per month to district communications and local media contact	Ongoing	Chief Foundation Officer
Create plan to submit relevant foundation information in campus newsletters	Summer 2018	Chief Foundation Officer
Convene PTA Presidents for annual meeting to discuss campus and opportunities for collaboration	2017 – 2018	Parent and Staff Relations
Present to Retired Teachers Association		



Strategic Goal 4 (Public Relations and Communications) <i>Continued</i>		
Initiatives and Action Items	Recommended Timeline	Responsible Person(s)
Create and implement a plan for outreach to all households in district area (parents and non-parents)	2018 – 2019	Parent and Staff Relations
Create and implement a plan to outreach to alumni	2017 – 2018	Alumni Relations
4.3 Continue to build online presence for marketing success		
Create a social media and e-Newsletter calendar	Summer 2017	Chief Foundation Officer Exec. Director Communications
Expand to other social media outlets (twitter, Instagram)		
Continue to share relevant information on Facebook page	Ongoing	
Increase number of Facebook likes by 10% each year (1,463 as of January 2017)		
Distribute e-Newsletter each month	Ongoing	
Increase e-Newsletter distribution list by 10% each year (570 as of January 2017)		
4.4 Improve website user experience		
Improve ease of giving online (donate in 3 clicks or less)	Ongoing	Chief Foundation Officer Exec. Director Communications Pearland ISD Technology
Update foundation website monthly and after events		



Strategic Goal 5 (Development and Fund Management): We will develop a fundraising plan to promote growth and create ownership among board directors.		
Initiatives and Action Items	Recommended Timeline	Responsible Person(s)
5.1 Create and implement comprehensive fund development plan		
Create clearly defined fundraising plan to include diversified income sources and an achievable increase in specific dollar amounts over the next 5 years.	Complete by Summer 2018	Fundraising and Development
Maintain database of donor prospects	Ongoing	
5.2 Enable board directors, district staff and organizational stakeholders to take active role in fundraising		
Train board directors on various fundraising topics (suggestions include meeting presentation, talking point of the month, potential contest or challenge)	Ongoing	Fundraising and Development Board Development Board of Directors
Increase number of face-to-face solicitations with donor prospects and cultivation meetings with sustained donors		
5.3 Continue to ensure compliance with fund management policies and procedures		
Review and update fund management policies	Complete by June 2018	Finance Committee
Document policies and procedures for key organizational functions such as donor acknowledgement, endowment funds and planned giving	2018 – 2019	