



Springboard to Learning

affiliated with the national Young Audiences Arts for Learning network

Strategic Goals

July 2019 to June 2022

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Springboard to Learning: Background

Springboard to Learning was founded in 1965 by Elise R. Schweich, with the goal of expanding the worldview of inner-city children by providing arts and cultural 'hands on' learning experiences. In 2006 Springboard to Learning merged with Young Audiences of St. Louis, becoming the largest provider of in-school enrichment and arts-integrated educational programs in the region. It was after this merger that Springboard became an affiliate of the national organization, Young Audiences Arts for Learning, and began offering artistic performances, and multi-classroom arts-integrated educational workshops, in addition to single-classroom, arts-integrated educational 8-week residencies. The first proprietary Springboard Signature Programs were developed. By 2018, Springboard to Learning was providing arts-integrated education in 125 schools to 52,660 children, and became the exclusive Missouri and Illinois affiliate of the nationally recognized Wolf Trap Institute for Early Learning through The Arts, expanding service to early learning and providing teachers with professional development using the Wolf Trap model.

Strategic Plan Objectives

As the understanding of the importance of arts-integrated education in early childhood development becomes more widely accepted, Springboard to Learning is undertaking a strategic planning process to determine how to best leverage a significant financial gift to build capacity for the organization to continue to deliver mission-focused programs, and increase revenue to build a sustainable future.

Springboard to Learning: Vision, Mission and Belief

Vision

Springboard to Learning envisions a future where all children are passionate, engaged learners who experience success.

Mission

Springboard to Learning develops children's abilities to think critically, create, collaborate and communicate.

Belief

Springboard to Learning believes that meaningful, memorable learning experiences transform a child's worldview.

5-Year Vision

Springboard to Learning will be the provider of choice for arts-integrated programming by focusing on the 4 C's: to think critically, create, collaborate and communicate. This will be achieved by leveraging the strength of the Wolf Trap program and professional development model so that they may be applied to all Springboard to Learning programs. All Springboard to Learning programs will be developed to this same standard of excellence and all programs will be delivered by the best, trained Teaching Artists that give children tools they can use in their school, personal and professional lives.

Concurrently, Springboard to Learning will model core professional development opportunities, modeled on the Wolf Trap professional development process. Springboard to Learning will then be positioned to provide the best job-embedded professional development opportunities for teachers participating in all Springboard to Learning programs, including life-changing and career-defining arts-oriented cultural exchange. Area schools will choose to invest their professional development budgets in Springboard to Learning programs.

STRATEGIC GOALS: JULY 2019 TO JUNE 2022

The Strategic Goals are the primary goals that have been set by the board of directors and executive staff of Springboard to Learning for the next three years. The strategies identified to achieve the goals will form the basis of the Operational Plan.

STRATEGIC GOAL: Program Process Development

Develop a program development process to ensure consistent excellence across all mission focused programs by addressing: teacher engagement and professional development, selective recruitment and focused training of teaching artists, program quality, and intentional program evaluation.

STRATEGIC GOAL: Increased Community Engagement

Develop a strategic public awareness program focused on developing widespread brand recognition and association that builds credibility as the arts-integration education provider of choice within the larger St. Louis community. Develop a strategic marketing and communication plan to reach and engage prospective clients, donors, volunteers and other stakeholders; and engage current clients, donors, volunteers and stakeholders to build the Springboard to Learning donor base and client base.

STRATEGIC GOAL : Board Development

Develop a diverse Board of Directors with interest in the organization, to ensure appropriate ethical governance of the activities of Springboard to Learning, and to expand opportunities for fundraising and attracting major donors; make decisions to enable Springboard to Learning to develop sustainable budget practices; and build capacity for future staff and program growth.

STRATEGIC GOAL: Financial Stability

Develop a fundraising plan to increase contribution revenue from a diverse array of sources to fund the current operational budget for Springboard to Learning; and increase earned revenue to support the operational budget of Springboard to Learning.