



Strategic Plan Overview 2022-2025

VISION

We envision a world/community where people have access to the skills and resources they need to live thriving and self-sustaining lives.

MISSION

Literacy for Life empowers adults by building foundational skills for success in life and work.

INTRODUCTION

Literacy for Life provides learner-centered adult education that goes beyond reading and writing. We pair growth in reading, writing, math and English language acquisition with health and financial literacy, and career skills so that learners gain what they need to thrive in their communities. We meet our learners where they are, to help them to get where they want to be.

As we do our very best work over the next three years we expect to see the following impacts:

- A better-equipped and more prepared workforce.
- A better-integrated immigrant population.
- Increased literacy across the community.
- More families and persons moving out of poverty.
- People are better able to navigate health, financial, and educational systems.

To achieve the above impacts we will work towards the following outcomes:

- Our learners' reading, English, and math levels increase.
- Increase the number of individuals obtaining a high school equivalency.
- Increase in learners participating in our programs from the surrounding counties.
- More partnerships with other organizations.
- Increase the number of "adult basic education" learners served.
- More learners attain living wage jobs and/or their employment goals.
- More community members are involved as tutors and supporters.
- The community better understands the concept of literacy.
- Increase the number of HEAL licenses sold.

GOALS/STRATEGIES

1. Use partnerships to better help new and current learners

- Use partnerships to help expand specialized program (e.g. HEAL) offerings for more people.
- Support our learners through relationships with educational and social service agencies.
- Partner with the business community to help prepare our learners for living-wage jobs.

2. Make it easier for learners to access literacy opportunities

- Create more place-based experiences in underserved communities.
- Create a plan to connect with the surrounding community.
- Help volunteers and staff grow in their ability to work with people from lots of different backgrounds.

3. Explore ways to expand services and programs that create an impact with neighboring localities

- Collaborate with other adult education and literacy organizations to identify gaps and needs.
- Engage potential in-kind sponsors to explore partnerships.
- Investigate different opportunities to fund program and service expansion that fits within our mission.

4. Support our strategic work with active leadership and focused use of our resources

- Increase board participation through training and purposeful board recruitment.
- Create a plan to raise funds from a variety of sources with a priority for unrestricted funding.
- Expand and develop our fee for service programming to help fund our strategic initiatives.
- Develop a marketing plan to broaden the community's understanding of adult education and literacy and how to support adult learning.
- Strengthen ways to attract and retain passionate & committed staff and volunteers.