

# 2018-2020 PIC Strategic Plan

## STRATEGY 1.1

Increase PIC's presence in the community.

## STRATEGY 1.2

Develop and share consistent message about PIC to help the community understand what PIC does.

## STRATEGY 6.1

Increase the capacity of families to participate in systems change.

## STRATEGY 6.2

Increase the number of materials that are high quality, relevant, and useful for families.

## VISION

For all children to fulfill their potential to succeed.

**Goal 6:  
Families**

## MISSION

To advance effective parent engagement in education.

**Goal 5:  
Staff Needs**

## STRATEGY 5.1

Increase quality staff retention.

## STRATEGY 5.2

Increase mentoring opportunities for staff.

**Goal 3:  
Outreach**

## STRATEGY 2.1

Create a partnership map to determine any gap areas.

## STRATEGY 2.2

Establish new relationships with partners that can assist in achieving PIC's mission.

## STRATEGY 3.1

Increase PIC's visibility by reaching out to targeted populations.

**Goal 4:  
Funding**

## STRATEGY 4.1

Increase PIC's funding streams through diverse means.

## STRATEGY 4.2

Leverage strategic partnerships to increase funding.

## VALUES

**PIC embraces these core values as part of its vision:**

- Accountability
- Accessibility
- Commitment to Children & Families
- Integrity