

Priority I:

**Explore financial sustainable business model options including: investigating bond relief, community partnerships, corporate sponsor, benefactors.**

**Short Term SMART GOALS:**

- 1) By July 1<sup>st</sup>, 2020 Executive Director will call bond holder to discuss Edge's context and explore options around bond.
- 2) From July-October 2020, 100% of board of directors will share and like Edge's Blog posts on social media platforms to support enrollment efforts and brand awareness.
- 3) By August 31<sup>st</sup>, 2020 raise \$3,000 to be used for student incentives for recruitment and retention.
- 4) By March, 2021 Edge board will organize 1 major fundraising event or campaign.

**Long-term SMART GOALS:**

- 5) By end of Summer 2021, Edge Board will find 1 Corporate Sponsor or benefactor.
- 6) By summer of 2021 Edge Board of Directors will meet to discuss long-term fundraising plan to include but not limited to the following: establishing a board committee on fundraising, recruiting a new board member for sole purpose of fundraising, and/or creating a foundation to be a fundraising arm for the school.

Priority II:

**Enhance student experience and engagement (inclusion strategies, vocational options, curriculum enhancements, CTE, parent engagement, enrichment opportunities)**

**Short-Term SMART Goals:**

- 1) By August 2020, Edge leadership will implement an induction program for 100% of new students to ensure their success and engagement.
- 2) By **October** of 2020, Edge Board of Directors and Edge leadership will work together to find at least one local business to provide job shadowing or internships.
- 3) By December of 2020, Edge leadership will meet with JTED and determine a plan for FY 22 for enrolling as many students in JTED as possible.

**Long-Term SMART Goals:**

**Commented [GU1]:** Given the context we may need to move this back

**Commented [RP2R1]:** Agreed

4) By August of 2021, Edge Leadership will budget for end of year field trips for different cohorts for FY 22.

5) By August of 2021 Edge leadership will create a vocational program that includes vocational based elective classes, soft skill courses, and job shadowing and internship opportunities. for FY 22.

**Commented [GU3]:** these are academic curriculum focused, right? or other?

**Commented [RP4R3]:** Definitely could be educational. The intent is to give students something to look forward to and be a part of.

**Commented [GU5]:** I think this is somewhat vague and needs more steps. What constitutes a program? Is it one class, one set of internships?

6) By August of 2022, Edge Board of Directors and Edge Leadership will collaborate to identify 3 local business to partner in building vocational program at Edge.

7) By August of 2022, Edge Board of Directors and Edge leadership will collaborate to identify a community partner to establish a financial literacy program.

8) By August of 2022, Edge Board of Directors and Edge leadership will collaborate to identify community partner to provide parenting classes at Edge.

Priority III:

**Board Development (adding board members with specific duties, marketing outreach, thought leadership, board awareness, board training)**

#### Short-Term SMART GOALS

1) By September of 2020, Edge Board of Directors will create job description for new board members.

2) By September of 2020, Edge Board of Directors will identify specific skills needed on the board.

3) By October of 2020, Edge Board of Directors will begin to recruit and advertise for new board member.

4) By December of 2020, Edge Board of Directors will add 1 new board member whose skill set matches the skills the board identified as a priority

5) By March of 2021, Edge Board of Directors identifies a board development and succession plan.

#### Long-Term SMART Goals

- By August 2021, Edge Board of Directors will work on a three-year strategic road map for Edge High School.