



Long-Range Strategic Plan

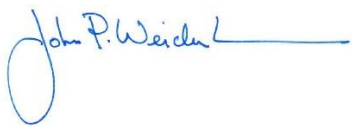
2023 – 2024 Strategic Plan Summary

Message from the Chairman of the Board and the Executive Director

Dear Friend of the Berks Business Education Coalition:

These are exciting times at the Berks Business Education Coalition. For the past year, we have been working on a plan that has materially impacted our core mission of “to develop and to coordinate programs within the business and education communities which improve the competencies of students and ensure that they have the aspirations, skills, and knowledge to plan appropriately for their lives after high school.” During this year, we have accomplished much and placed in motion a number of initiatives through which we will fulfill this mission. Since May 2023, we have been assessing our progress and renewing our plan. You will find a summary of our work in this document. It is intended to help you understand where we are going and how we are going to get there. As important, we hope it will stimulate questions on your part regarding the details of our plan. If it does so, please feel free to reach out to any member of our leadership team. We’ll do all we can to help you better understand why we are so excited about our division’s future.

Sincerely,



John P. Weidenhammer
Chairman of the Board



Terri Hill
Executive Director

Mission Statement

The mission of the Berks Business Education Coalition is to develop and to coordinate programs within the business and education communities which improve the competencies of students and ensure that they have the aspirations, skills, and knowledge to plan appropriately for their lives after high school.

Long-Range Strategies

BBEC has identified five long-range strategies on which it will focus *between 2023 and 2026*.

The Berks Business Education Coalition will develop and launch the programs the Berks community needs to provide employment opportunities for its graduating students and workforce solutions for its employers now and into the future. As part of this strategy, the BBEC will reshape our Students Interacting with Business (SIWB) and Higher Education Campus Visits programs to create materially increased engagements customized to the needs of the individual students.

2023 – 2024 Objectives

- Assess the most common career development needs of students in Berks County schools, based on their 339 Plans, and develop career-related opportunities to support them.
- Meet with each district superintendent to identify their needs, interests, and solutions.
- Conduct a thorough assessment of our SIWB and Higher Education programs and adjust them to create significantly increased student engagement.
- Work with each district to recruit local businesses that will support the programmatic work of BBEC. Begin with:
 - Conrad Weiser,
 - Brandywine,
 - Reading,
 - Wilson, and
 - A district to be named later.
- Develop a method to help districts identify potential businesses partners (within their district) that we can approach about being partners.

The Berks Business Education Coalition will inform and engage the families of the students on whom we are focusing our career-related activities.

2023 – 2024 Objectives

- Define the three best practices for engaging families in their student’s career-related activities and fully implement them in Berks County’s school districts.

The Berks Business Education Coalition will be among the leading organizations in Berks County promoting and supporting early childhood learning.

2023 – 2024 Objectives

- Assess the early childhood learning activities currently found in Berks County and identify any gaps in their advocacy activities or support systems. Determine how we can support BCIU and ELIC to address these gaps.

The Berks Business Education Coalition will assess its current membership model and redesign it to better meet the needs of school districts, students, and the businesses that support our mission and work.

2023 – 2024 Objectives

- Define the value we bring to businesses, districts and BCIU and restructure our organization to optimize that value.
- Create an annual forum that brings business leaders and educators together around common issues. Explore, at a high-level, a hands-on career center.

The Berks Business Education Coalition raise additional funds to support our current and future work. Consider:

- **EITC funds**
- **Grants and Foundations**
- **Investment from partners.**
- **New partner recruiting**
- **Mission-related, revenue-generating business services (Career Readiness App)**

2023 – 2024 Objectives

- Expand EITC funds and other corporate fundraising activities.
- Determine how we will approach grants.

Critical Measures of Success

In order to evaluate the effectiveness of and progress toward its long-range strategic plan, BBEC will measure and track the following *Critical Measures of Success*. The results will be reviewed by the leadership and board on a predetermined basis.

Develop and launch programs

- Number of new programs launched
- Number of existing programs redesigned
- Number of students participating in programs (collect data by program)
- Stakeholder satisfaction with programs:
 - Students
 - Educators
 - Businesses

Inform and engage students' families

- Number of families reporting engagement in career-related activities
- Satisfaction level, of school-based career counselors, in the level family engagement

Promote and support early childhood learning

- Number of early childhood initiatives supported/launched
- Impact of early childhood initiatives

Assess and redesign current membership model

- Number of school districts actively (fully) engaged in BBEC programs
- Number of businesses actively engaged in BBEC activities
- Dollars of funds contributed by BBEC members and business supporters

Raise additional funds

- Dollars raised outside of BBEC's membership model
- Number of donors to BBEC's activities
- Dollars (other than donations) generated by BBEC activities