



EvanstonScholars

# Strategic Plan 2022-2024





# Goal 1: Expand Reach

## Expand Reach

- Increase cohort size by 25% in the next three years
- Increase staffing for College Access and Success
- Broaden awareness for 9th and 10th graders
- Increase community word of mouth





# Goal 2: Strengthen Programmatic Impact

## Programmatic Impact

- Maintain college completion above 75% and 75% of graduates move on to strong jobs
- Enhance financial support for Scholars (Stipends, Emergency Funds)
- Build out Career Readiness program - RISE and Career Coaches
- Integrate Wellness into curriculum





# Goal 3: Centrality of DEI

## Centrality of DEI

- Ensure DEI (Diversity, Equity, and Inclusion) is at the center of all aspects of the organization (culture, board, staff, curriculum, mentor recruitment, and training)
- Targeted recruitment of mentors and Career Coaches
- Enhanced identity-based programming
- Create DEI staff and board advisory committees





# Goal 4: Build an Enduring Organization

## Enduring Organization

- Secure funding streams to support future growth
- Increase staff satisfaction and retention
- Formalize alumni engagement

