

Strategic Plan

MISSION

SEF financially supports a complete academic environment within which Sequoyah School's students will receive a high-quality education exemplified by academic achievement and excellence.

VISION

SEF should have all the public and private resources it needs to assist in providing the students of Sequoyah Elementary School with a world-class education.

VALUES

- Community Strengthen our community by ensuring our children receive an excellent education.
- Teamwork We support each other in our efforts to manage and raise money for SEF.
- Integrity We act ethically and responsibly as good stewards of the gifts that have been entrusted to us.
- Accountability We hold ourselves accountable for doing what is in the best interest of all of our children.
- Success We strive for success in everything we do.

<p>Key Strategy</p> <p>Increase the funds available to support our children</p>	<p>Key Strategy</p> <p>Improve communication with parents, teachers, students, and our community</p>	<p>Key Strategy</p> <p>Create (and implement) an objective decision making process</p>	<p>Key Strategy</p> <p>Consistently evaluate and ensure the success of all viable historical and current SEF initiatives</p>	<p>Key Strategy</p> <p>Board Development</p>
<p>TACTICS</p> <ul style="list-style-type: none"> • Create a budget annually • Evaluate new and innovative ways to fundraise • Take advantage of all available SEF resources (e.g. grants) • Increase volunteer participation and grade level representation • Develop a plan to increase alumni fundraising participation • Implement an invoicing system for benefit donors • Consideration/review of paid administrative support 	<p>TACTICS</p> <ul style="list-style-type: none"> • Create a consistent and compelling fundraising message • Clean-up and annually update the SEF donor database • Regularly update the SEF website • Delineate SEF versus PTA funding initiatives • Appoint liaison to facilitate (on an as needed basis) any discussions between SEF and Knox County 	<p>TACTICS</p> <ul style="list-style-type: none"> • Annually survey parents and teachers for feedback, particularly on weaknesses and opportunities for improvement • Conduct Board level discussions regarding survey results and SEF funding needs • Identify 3 to 4 initiatives each year for potential funding • Utilize a decision making matrix (based on mission, vision, and values) to guide our spending priorities 	<p>TACTICS</p> <ul style="list-style-type: none"> • Develop an evaluation process for all SEF initiatives • Develop an annual IT budget 	<p>TACTICS</p> <ul style="list-style-type: none"> • Identify candidates that have skill levels in specific board strategies (ex. Fundraising; IT; survey evaluation; web page maintenance, etc) • Develop formal Board turnover plan