LitNet’s Five Year Strategic Plan 2017-2022

I. Ensure that LitNet has the Resources to Achieve its Mission

According to the most recent data available from the U.S. Census Bureau, the immigrant population of South Berkshire County has grown by about 30% since 2009. The number of students that LitNet serves has increased proportionally; however, our fundraising strategies and mechanisms have not adapted to support this growth.

Through this initiative, we will continue to raise funds in accordance with the annual approved budget and provide new funding for special initiatives and community outreach. We will broaden and strengthen our community of donors, tutors, and board members. A stronger, deeper base of financial and community support will allow us to devote more resources to our mission.

We will:

• Empower every board member to engage in cultivation activities.
• Expand range of fundraising activities to diversify possible sources of income.
• Strengthen the pipeline of prospective donors, grantors, and board members through cultivation and stewardship.
• Create and launch a comprehensive marketing plan.

II. Create Meaningful Metrics for Progress

The ability to track and measure the impact of LitNet's programs plays a key role in proving our success and assuring long-term stability. Through this initiative, we will develop comprehensive tools for goal-tracking that allow for diversity in each student’s personal learning path.

A meaningful, tailored system of metrics will help us to guide individual students to achieve their specific goals. It will also provide critical data necessary to enhance the overall quality of LitNet’s programs and better communicate our organization’s impact to the community at-large.
We will:

- Define personal success within our diverse learning population.
- Restructure our learning programs to accommodate unique student needs.
- Enhance orientation and training programs for tutors.
- Develop a goal-tracking and assessment system to review individual student progress and identify options to promote student success.
- Communicate metrics and share success stories with internal and external stakeholders.

III. Play a Vital Role in the Social Service Community of Berkshire County

LitNet needs to collaborate with local organizations in order to support our adult learners, many of whom have expansive needs that can interfere with a student’s educational progress. Through this initiative, we will devote concerted resources to identifying strategic partners, making connections with related-organizations, and developing joint programming. All outreach activities will emphasize LitNet mission, core values, and advocacy efforts.

By having access to an enhanced network of support, LitNet students will be better equipped to reach their goals and succeed in our community. Through community partnerships, more potential students will be able to learn about and participate in LitNet's educational services.

We will:

- Create an ongoing program of community outreach activities to increase the number and improve the quality of local relationships.
- Build a network of wraparound support for students.
- Collaborate with local organizations to formulate joint programs for adult learners that integrate literacy and community activities.