


Mission and Vision	Vision Elements	Goals/Objectives	Measures
<p>MISSION To build the <u>excitement and value of chemistry</u> and STEM careers by <u>empowering educators</u> to engage K-8 students in accessible, hands-on science experiences.</p>	<p>EDUCATION & OUTREACH <i>High quality, integrated programs with multiple opportunities for access</i></p>	<ol style="list-style-type: none"> 1. Define, further develop, and communicate an integrated program model that allows for multiple entry/access points and expanded participation 2. Expand industry/education outreach efforts to introduce students to STEM careers and provide companies with engagement opportunities 3. Collaborate with regional and global partners to ensure programs are inclusive and relevant to teachers and students 	<ol style="list-style-type: none"> 1. Increase % students reached (including increase in underserved and diverse student populations) 2. Increase in hands-on science for students 3. Increase in teacher efficacy
<p>VISION We inspire students to be <u>innovators and STEM leaders</u>, building a better world through the science of chemistry.</p>	<p>SUSTAINABILITY & RESOURCES <i>A sustainable resource base to support CEF current and future operations</i></p>	<ol style="list-style-type: none"> 1. Further develop and implement a strategic fund development plan with emphasis on the following: 2. Expanding the donor base, diversifying funding streams, donor cultivation (all levels), metrics, Planned Giving/Legacy Giving, corporate partnerships & employee engagement 3. Develop communication collateral to support donor engagement efforts (e.g., Case Statement, talking points, elevator speech, presentations, etc.) 	<ol style="list-style-type: none"> 1. Diversity of funding 2. Increase donor communication / strengthen donor relationships/# new donors/#, new major donors 3. Increase in revenue
	<p>CAPACITY BUILDING <i>Maintaining an environment that fosters efficient and effective operations</i></p>	<ol style="list-style-type: none"> 1. Align CEF organizational structure to strategy and program direction, including trustee role and responsibilities, board recruitment, development plan & hybrid staffing model/structure. 2. Clearly define and communicate key work processes and Standard Operating Procedures 3. Define IT resources needed to support program and operational goals 4. Design network model of volunteers to support programming 5. Further expand internal and external Marketing & Communications 	<ol style="list-style-type: none"> 1. Increased efficiency 2. Increased board participation & knowledge 3. Increased morale 4. Increased contractor & volunteer efficiency and engagement 5. Staff retention 6. Increased awareness