

Mission and Vision	Vision Elements	Goals/Objectives	Measures
<p><b>MISSION</b> To build the excitement and value of chemistry and STEM careers with K-8 students through accessible science programs and hands-on experiences.</p>	<p><i>Develop a sustainable resource base to support CEF current and future operations</i></p>	<ol style="list-style-type: none"> <li>1. Further develop and implement a strategic fund development plan including a donor cultivation plan</li> <li>2. Further develop and implement a strategic marketing/communication plan and brand strategy to support donor development and increase awareness and support of CEF programs</li> <li>3. Implement a donor management strategy</li> </ol>	<ol style="list-style-type: none"> <li>1. Diversity of funding</li> <li>2. Increase donor communication / strengthen donor relationships/# new donors/# new major donors</li> <li>3. Increase in revenue</li> </ol>
<p><b>VISION</b> We inspire today's students to be tomorrow's thinkers, innovators, &amp; STEM leaders, building a better world through the science of chemistry.</p>	<p><i>High quality, accessible programs and services; in alignment with the CEF growth philosophy and brand promise</i></p>	<ol style="list-style-type: none"> <li>1. Develop a Program and Content Development Plan to implement an integrated program strategy for each YBTC program and resource</li> <li>2. Develop effective evaluation tools to provide oversight for consistency, ROI and quality of all programs with a focus on increasing hands on science activities for students, increased educator confidence in teaching science and expanding outreach to underserved and diverse student populations</li> </ol>	<ol style="list-style-type: none"> <li>1. Increase % students reached (including increase in underserved and diverse student populations)</li> <li>2. Increase in hands-on science for students</li> <li>3. Increase in teacher efficacy</li> </ol>
	<p><i>Optimize the CEF staff, contractors, volunteers and infrastructure</i></p>	<ol style="list-style-type: none"> <li>1. Clearly defined structure, roles &amp; responsibilities for all staff and board positions/committees in alignment with strategy</li> <li>2. Clearly defined work processes (Budget, HR, meetings, onboarding, staff outreach, data management, etc.)</li> <li>3. Develop and implement an integrated program activity, donor, and volunteer management strategy (linking geographic locations with contacts and initiatives)</li> </ol>	<ol style="list-style-type: none"> <li>1. Increased efficiency</li> <li>2. Increased board participation &amp; knowledge</li> <li>3. Increased morale</li> <li>4. Increased contractor &amp; volunteer efficiency and engagement</li> <li>5. Staff retention</li> </ol>