



CVABE's 2017 – 2022 Strategic Plan – First Year Progress

Fiscal Year 2017 ended on June 30th, marking the completion of year one of the organization's five year strategic plan. We celebrate the remarkable progress made toward meeting our goals, objectives and benchmarks identified for attention during the year. Our efforts are aimed at supporting the members of our communities seeking to gain academic literacy, English language skills, high school credentials and career and college preparedness so they can reach their full potential in life.

The Plan's four major goal areas, corresponding objectives and a summary of our results follow:

Goal I. Increase the number of students to whom we provide accessible and effective adult education and literacy services, with a special focus on Adult Basic Education (ABE) level students 25 years and older.

- A. Expand outreach and services to core students
 - **CVABE set a benchmark to serve 450 eligible adult learners in 2017 and surpassed that goal, providing services to 460 students, a 7% increase over the number of students (431) served the year before.**
 - **Focused outreach was targeted to adults 25 and older. Of the 460 served, 47% were 25+ as compared to 42% in that category the prior year.**
 - **The number of students enrolling for basic skills instruction (grade levels 0-8) increased by 8% over the prior year.**
- B. Improve retention and persistence of core students
 - **Additional evening and weekend services were made available for students at our learning centers and off-site locations. This included more evening/weekend GED testing services, academic and/or computer literacy offerings, and English language learning services.**
 - **Through a local business funder, CVABE launched an Access to Education Fund to assist students with barriers to participation in CVABE's services. While all CVABE instruction is free to the student, this fund helps students with needs related to transportation, childcare, GED exam fees, etc.**

Goal II. Ensure that adult learners with diverse needs are aware of and can access CVABE's resources to improve their lives.

- A. Update and expand our communications plan, with information targeted to different audiences, including potential students at places where they are, and through modern communication media that does not involve reading (i.e. broadcast, social media).
 - **CVABE's staffing profile now includes additional time dedicated to expanding and coordinating student outreach. All staff are responsible for expanded student outreach and recruitment, including posting CVABE flyers and distributing brochures throughout our 47 town service area.**
 - **CVABE worked with WCAX TV to develop and air a statewide Public Service Announcement promoting our adult education and literacy services.**

- **A three month advertising campaign was launched on two of the Great Eastern Radio stations, Frank FM and Froggy FM. Additional stations have been added and the campaign is now continuing into the 2018 fiscal year.**
- **CVABE's website, www.cvabe.org, is being redesigned on a modern Web platform to allow ease of content management that is mobile-enabled, meets accessibility standards, is more user friendly and allows for videos and easy connectivity with social media. The new site is scheduled to launch in the late fall, 2017.**

Goal III. Strengthen CVABE's long-term sustainability and grow organizational capacity to extend our reach and impacts.

- **Annual fundraising priorities have been aligned with the strategic plan and program service needs. In 2017, CVABE experienced a 13.8% increase in funds raised over the prior program year, helping to support our student enrollment growth in a time of decreasing government funding. Funds raised supported strategic plan priorities and student services.**
- **CVABE continued to engage a strong and active force of 127 community volunteers during 2017. Consistent with the prior year, 42% were brand new volunteers and 58% continued their service with the organization.**

Goal IV. Prioritize and cultivate strategic partnerships to achieve our mission in an evolving social context.

- **CVABE initiated partnerships with three local employers last year, with the goal to best align our student instruction with current workforce needs in central Vermont. We began providing on-site instruction to employees at one of these businesses, helping individuals succeed at their jobs and prepare for future advancement.**
- **CVABE, the Vermont Department of Labor, and Vocational Rehabilitation created and began using a unified referral system for better information sharing about our services and shared clientele.**
- **CVABE continues to expand outreach to non-profit organizations, agency partners, libraries, faith leaders, public school staff, etc. We are frequently making presentations, distributing materials, and encouraging partners to refer individuals in need of our education services.**

CVABE is well on its way to achieving the ambitious goals set forth in our five year strategic plan. These first year accomplishments would not be possible without the dedicated work of the many members of our community. Together, we are moving forward, empowering more central Vermonters to achieve in life through education.

~Thank you~