Vision:
Nurture and support the potential of every Highline Public School student.

Mission:
Uniting community support for innovative and equitable learning across Highline Public Schools.

Beliefs:
• Strong public education is the foundation for a thriving economy.
• Safe and equitable learning environments ignite success.
• Families are an important part of students’ education.
• Students learn best when they are physically and mentally healthy.
• Data driven programs with measurable results are vital.
• Community engagement helps schools and student succeed.
• Real world experiences inspire students to see the relevance of school.

Core Values:
• Equity
• Achievement
• Partnerships
• Innovation
Four Key Priorities

**PRIORITY: INCREASE AWARENESS**

**Goal:** Highline Schools Foundation is recognized by the communities served by Highline Public Schools as a valuable source of education support.

**Outcome Measures:**
1. Increase social media following by 100% (followers, shares, tweets, retweets) from previous year.
2. Increase social media engagement with more comments and conversation tracked by hits.
3. Increase website traffic by 20% (# of visitors).
4. Increase newsletter distribution list by 20%.
5. HSF trustees attend two community/school events per year as Foundation ambassador.

**PRIORITY: INCREASE REVENUE**

**Goal:** Highline Schools Foundation will proactively build a sustainable, diverse revenue stream.

**Outcome Measures:**
1. Number of new donors.
2. Number of renewal donors.
3. Dollars raised (restricted and unrestricted.)
4. Number of recurring monthly donors.
5. Number of employees giving.
6. Number of cultivation meetings held by Board.
7. Number of cultivation meetings held by ED.
8. Number of solicitations by Board.
9. Number of solicitations by ED.

**PRIORITY: BOARD DEVELOPMENT**

**Goal:** Highline Schools Foundation will develop an active and diverse board who engages the community.

**Outcome Measures:**
1. Committee structure in place.
2. Board demographics have become more diverse.
3. All trustees have made a financial contribution.
4. Regular board and committee meetings held.
5. 90% attendance happens at each board meeting.
6. Board adhered to strategic plan with regular check-ins at each board meeting.
7. Every trustee feels comfortable fundraising and is a brand ambassador.

**PRIORITY: PROGRAM SUPPORT AND DEVELOPMENT**

**Goal:** Highline Schools Foundation will expand programs that align with the strategic priorities of Highline Public Schools.

**Outcome Measures:**
1. All programs will have defined, measurable goals and will be tracked for impact.
2. Dollar value of Excel grants awarded.
3. Dollar value of Impact grant(s) awarded.
4. Number of students reached via Excel and Impact grants.