



Strategic Plan 2021-2023

BestPrep's mission is to prepare students with business, career, and financial literacy skills through hands-on experiences that inspire success in work and life.

Background

A critical component to BestPrep's long-term success has been the development of three-year rolling strategic plans that provide a blueprint for board and staff to accomplish the organization's mission. This 2021-2023 plan was produced as a 12 month cooperative effort of board and staff.

During the summer of 2019, the BestPrep Strategic Plan Committee was formed. BestPrep board members Joanna Ehresman from Wealth Enhancement Group and Adam Taylor from Securian Financial co-chaired the committee. The complete committee roster can be found at the end of this document. Committee members met throughout the year and reviewed previous strategic plans, along with information gathered from the June 2019 Board of Directors retreat. Using this information, they explored opportunities and challenges for BestPrep.

Adapting to the Current Environment

During the first half of 2020, the spread of COVID-19 and the fundamental disruption in education led to BestPrep seek new ways to deliver our programs. We adapted delivery methods to meet distance-learning and hybrid models with many of these remaining in place into the next school year. In addition, with the killing of George Floyd and the social justice movement, we increased our efforts to create racial unbiased programming that is empowering for all as well as a commitment to broaden the diversity of board, staff, and volunteers.

Four key areas of focus for the 2021-2023 plan:



Organization Sustainability



Program Framework



Stakeholder Diversity



Employee Engagement



Organizational Sustainability

As a relationship-based organization, we will engage and develop stakeholder advocates by establishing consistent methods for engagement of students, educators, volunteers, and staff to strengthen organization sustainability.

Approach: Build internal and external advocates of BestPrep who will strengthen our message and promotional efforts. Foster organization growth by developing the next wave of educators, volunteers, and stakeholders. Provide training opportunities through workshops and speakers. Formulate and keep current a Work Plan Playbook for each staff position enabling for a smooth transition when turnover occurs.



Program Framework

Create and implement a decision-making framework to determine program growth, creation, or contraction that will guide the organization in making program decisions. Factors may include mission alignment, program results, resources, workforce trends, competitive landscape, and funding.

Approach: Seek input from forward-thinking educators, key volunteers, and board members to determine factors to consider when making program growth and contraction decisions. Develop a guide to use as a decision-making tool when considering where to invest and focus resources: staffing, funding, and curriculum development.



Stakeholder Diversity

To educate and inspire students, we will broaden the diversity of our key stakeholders including volunteers, board, and staff to reflect and understand current students' lived experiences and their educational needs.

Approach: BestPrep aims to more closely align program stakeholders to the diversity of student participants. This includes but is not limited to increasing the percentage of volunteers and board members of color. Another area of focus will be to broaden the groups of individuals we ask to volunteer; seek more volunteers from small and mid-size companies, diversify the types of businesses, and seek more companies with a diverse employee base.



Employee Engagement

Implement a systematic plan to boost mission-driven employee engagement creating an inclusive workplace culture providing intrinsic value for all employees.

Approach: Assess staff engagement in BestPrep and their current role. Create opportunities for professional growth and strengthen their skills as we carry out BestPrep's mission. Ensure staff have the knowledge to address racial equity issues, creating an inclusive work environment and student programming.

2021-2023 Strategic Plan Committee

Chairs:

Johanna Ehresman, Wealth Enhancement Group, Committee Co-Chair

Adam Taylor, Securian Financial, Committee Co-Chair

Committee Members:

Brian Boardman, ECMC Group

Adam Cohen, UnitedHealth Group

Kim Hultgren, Alerus

Betsy Lulfs, Thomson Reuters

Theresa Neal, St. Paul Public Schools (retired)

Maggie Snetting, Thrivent

Mike Tumpene, Allstate

Staff:

Bob Kaitz

Anna Rasmussen

Bonnie Vagasky