



**Young Storytellers  
Strategic Plan  
2018-2020**

# OUR VISION

Our vision of success is a world where there is a shared understanding that all people have the right to express themselves freely and be met with dignity. We view stories as the access point to our shared humanity; they are a tool that offers people a way to reconcile their experiences with their feelings. What can simultaneously inspire, educate, and connect people? Stories can.

The world Young Storytellers was birthed into is remarkably different than the present day. When we began our work two decades ago, we were an organization committed to remedying a wrong; to insure that we were doing our part to offer all students access to arts education. Times have changed. From Marriage Equality to Black Lives Matter to Times Up to the student activism inspired by the events in Parkland, storytelling has taken on new meaning and even greater importance in our society. At Young Storytellers, we want to capture this moment by re-defining what storytelling means for our community and focusing on how we can best equip young people to be at the center of their own narratives.

We have grown from a scrappy group of committed volunteers to an established organization with a clear strategy and the staff and Board to execute it. As we endeavor to be more specific and intentional in our work, we have identified five strategic “pillars” which, over the course of the next three years, will provide structure for our ongoing efforts to support and amplify our students as they discover the power of their own voices. This document will also offer detailed strategic aims and goals that will need to be met in order to continue fortifying and building upon the good work already underway.

# PILLAR 1 - PROGRAM SUSTAINABILITY & DEVELOPMENT

## AIM 1:

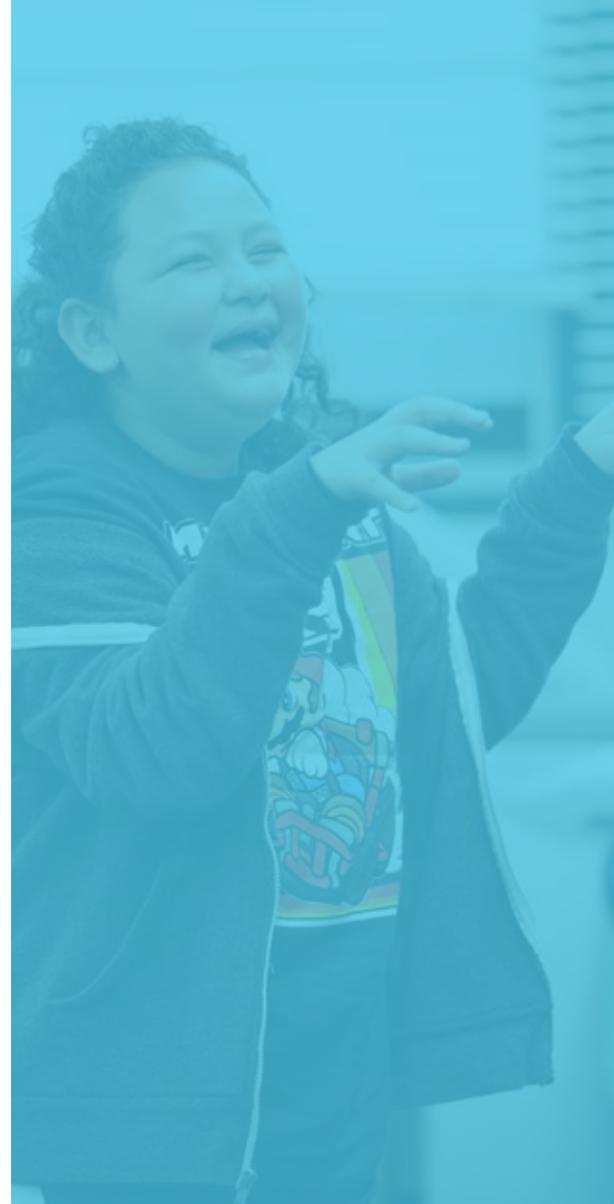
Sustain current high level of programming

## AIM 2:

To expand the depth of the experiences on offer

## AIM 3:

To expand the reach of our programming





## PILLAR 2 - HUMAN CAPITAL DEVELOPMENT

### AIM 1:

To focus on strategically developing human capital within the Young Storytellers community

### AIM 2:

To clearly articulate an organizational culture that spans from our Board Members to the first time volunteer

### AIM 3:

To maximize effectiveness of Board of Directors by creating conditions that provide a sense of autonomy and an opportunity for self-creation of their roles as stewards for Young Storytellers

# PILLAR 3 - FUND DEVELOPMENT

## AIM 1:

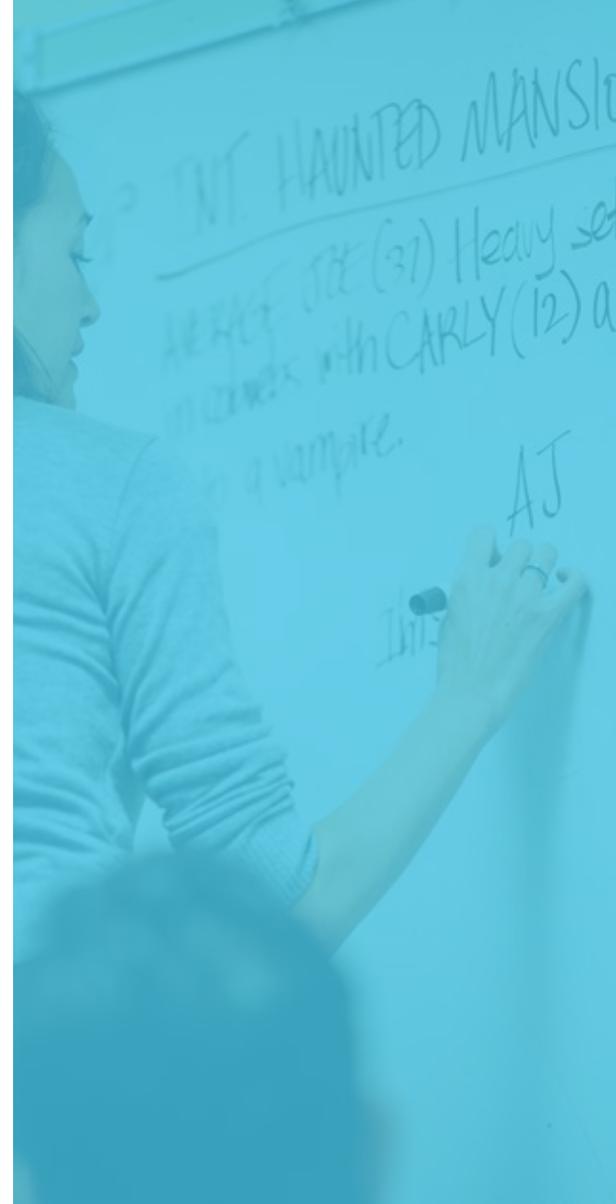
To increase Board of Directors involvement in and ownership over fund development

## AIM 2:

To identify diverse funding sources

## AIM 3:

To sustain and build on existing partnerships with individuals, corporations and foundations



A woman with blonde hair, wearing a white tank top and a patterned cardigan, is pointing towards a presentation board in a classroom. She is holding a book titled 'Secret To Story' and a folder. The background shows other people and a wall with various papers and posters.

## PILLAR 4 - MARKETING & BRANDING

### AIM 1:

To use marketing to create excitement around Young Storytellers to engage our current community and attract new family (donors and volunteers) members

### AIM 2:

Continue to build internal capacity to engage in partnerships that amplify the voices of Young Storytellers participants

### AIM 3:

Build partnerships that align the programmatic and marketing aims of Young Storytellers

# PILLAR 5 - DATA & INFORMATION MANAGEMENT

## AIM 1:

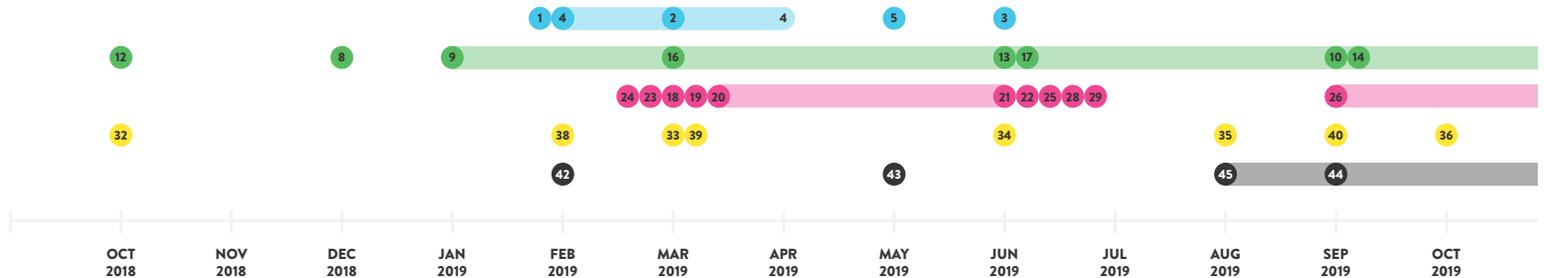
To increase efficiency of operations of Young Storytellers through the use of data

## AIM 2:

To have a data management system capable of supporting expansion



# VISION TIMELINE



1. Pillar 1 / Aim 1 - Create a comprehensive staffing strategy for current program sustainability.
2. Pillar 1 / Aim 1 - Identify, cultivate, and approve a Board Member with education experience.
3. Pillar 1 / Aim 1 - Develop a Volunteer outreach and management strategy. Must include tactics to increase diversity of volunteers.
4. Pillar 1 / Aim 2 - Pilot new middle and high school programs in participating classrooms.
5. Pillar 1 / Aim 3 - Develop a set of program expansion goals for existing programs within Los Angeles for the next 3 years, with a clear budget for head mentors and volunteer management process taken into account. This is inclusive of Script to Stage, Day of Story, StoryLab, and College Chapters.
6. Pillar 1 / Aim 3 - Update the set of program

- expansion goals for existing programs within Los Angeles for the next 3 years to be inclusive of the new middle & high school programs.
7. Pillar 1 / Aim 3 - Conduct a research and feasibility study around models for expansion, which must include timelines for expansion and definition of what is a "Young Storytellers" program and what isn't. Plan for geographic expansion must include international growth and define if we are a direct service organization or an organization that equips other people to provide our programs. This project should also include research around feasibility of expanding to populations outside of low-income youth.
  8. Pillar 2 / Aim 1 - Develop a strategy for team and peer coaching to be implemented by staff, including identifying a consultant who can train staff to be multi-level coaches.
  9. Pillar 2 / Aim 1 - Create a system for the "YS Way" of doing things and enacting processes to

- make that real. This plan will be inclusive of bias training for staff and setting explicit work expectations for all staff members.
10. Pillar 2 / Aim 1 - Create an HR systems compliance plan that includes an outside consultant to assess and validate that policies are in compliance with all local and federal employment laws. This plan will include new systems for creation of job descriptions, organizational chart reflective of our values, updated interview & on-boarding process, and a revised employee handbook.
  11. Pillar 2 / Aim 1 - Provide coaching best practices to all of the human capital populations within YS inclusive of Board and Volunteers.
  12. Pillar 2 / Aim 2 - Adopt a diversity and inclusion statement by the YS Board that will guide our recruitment of volunteers, Board, and staff.
  13. Pillar 2 / Aim 2 - Have a system for identifying

- and engaging people around their wants and goals within the context of our community. This system will be applied to the development of Staff, Board, Volunteers, and Donors.
14. Pillar 2 / Aim 2 - Create a convening plan for cultivating each of our constituencies including staff, board, volunteers, school partners, and donors.
  15. Pillar 2 / Aim 2 - Have a diversity and inclusion policy and plan in place which also expands the definition of diversity to include socio-economic background, areas of expertise, etc.
  16. Pillar 2 / Aim 3 - Develop a Board Recruitment Plan that includes strategies for recruiting board members capable of aiding in the successful execution of the strategic plan (including education policy, HR, marketing, fund development).

17. Pillar 2 / Aim 3 - Assess the effectiveness of Board governance and impact. This evaluation may lead a plan that encourages a Board-directed, Board-driven process to achieve the ultimate goal of a Board that has full ownership of their actions and influence within YS. This could include the creation of a Board mission statement, board training, re-imagining of board meeting structure and content, etc.
18. Pillar 3 / Aim 1 - Recruit, cultivate, and elect a Board Member that is a fund development professional or possesses extensive fundraising experience.
19. Pillar 3 / Aim 1 - Enlist the support of a Board Coach focused on fundraising.
20. Pillar 3 / Aim 1 - Review effectiveness of current approach to Board Giving and Fundraising.
21. Pillar 3 / Aim 1 - Create an Individual Donor Cultivation Strategy for the Board inclusive of

