Oxford Educational Foundation

Strategic Plan

2025-28

In memory of Dr. Richard C. Winchester

(1936-2024)

www.oxfordeducationalfoundation.org

oxfordedfound@yahoo.com

PO Box 142, Oxford, PA 19363

Mission

The mission of the Oxford Educational Foundation is to enhance the quality of education in the Oxford Area School District (six public schools) by providing a mentoring, tutoring and classroom volunteer program for the students. The Foundation also supports professional grants for the faculty that encourage the development of innovative programs, but do not replicate instructional materials supplied by the school district.

Vision

To inspire a collaborative learning community where all individuals have equal opportunities to achieve to their fullest potential.

Guiding Principles

- Encourage academic excellence for students enrolled in the Oxford Area School District by supporting valuable programs that enhance the quality of education and have a positive impact on student achievement.
- Support successful teaching methods and technologies that are buttressed by academic research or proven in the field.
- Provide opportunities for teachers to develop innovative classroom projects or enhance existing curriculum through professional grants.
- Seek to broaden community involvement through volunteerism in the educational process. Develop relationships with like mind organizations who are duplicating our efforts.
- Promote productive enhancements to programs that expand and enrich the existing curriculum for students enrolled in the Oxford Area School District.
- Establish a means for the community and alumnae to support the students and teachers of the OASD.

Core Values

Integrity: We deal honestly and fairly with our community, school and one another.

Transparency: We share information so our actions are above reproach.

Stewardship: We strive to be good stewards of the resources we manage.

Excellence: We seek success in everything we do.

Communication-Increase Awareness	Fund Development-Increase Revenue	Volunteers—Increase Volunteerism	Board Development-Increase Board Participation

Goal: Increase awareness by creating a consistent and compelling message that is delivered through diverse strategies to a community-wide audience.

Strategies	Actions	Responsibility	Outcome Measures
1. OEF known across the OASD and Chester County and name becomes part of common language and well respected 2. OEF logo is widely recognized and mission is understood 3. Board members attend community events as ambassadors 4. Schedule Annual Meeting Event 5. Investigate Constant Contact (Digital and Email Marketing Platform) 6. Explore OASD Staff Retiree Breakfast	1. Review weekly the website and social media platforms for scope and accuracy specifically after OEF events 2. Develop and post eNewsletter 3. Post Newsflashes and NewsShares on the website 4. Email Newsflashes and NewsShares by LGL-regular mail for those who prefer 5. At minimum one Newsflash to OASD staff each month during the school year 6. Add stories in Annual Report on impact of volunteering 7. Attendance at designated events 8. Ad in OAHS yearbook 9. Ad in OAHS Play brochure 10. Attend OASD Emeritus Reunion 11. Use social media analytics to measure the impact of and possibly refine posts on Facebook and the website 12. Thank you notes to major donors 13. Translations of OEF brochures 14. Letter to OASD parents first and thirds mid marking period 15. E-blast scholarship info in January of each year 16. OEF information in Church Bulletins in Sept./Oct. each year 17. Plan Annual Meeting Event 18. Determine if Constant Contact is viable	External Affairs Committee Board Members Volunteer Coordinator Executive Director	1. Increase social media following by 25% (followers, shared tweets, retweets) 2. Increase website traffic by 10% (# of visitors) 3. 10 (minimum) Newsflashes and (5 minimum) NewsShares each year 4. 2 stories on impact of volunteering in Annual report 5. Updated Fast Fact Sheet in October of each year 6. 100% board cumulative attendance of designated community events 7. Deliver at minimum 2 e-newsletters 8. Ads in Yearbook and Play brochure in 2026-27-28 9. Alumni listing in LGL 10. Attendance at OASD Emeritus Reunion 11. Letter to parents 12. E-blast scholarship info 13. OEF info in church bulletins 14. Brochures translated 15. Thank you notes to donors sent 16. Annual Meeting Event held 17. If viable- Constant Contact is in use

Communication—Increase Awareness	Fund Development-Increase Revenue	Volunteers-Increase volunteerism in the OASD	Board Development-increase board participation

Goal: Build a sustainable, diverse revenue stream in a proactive manner.

Strategies	Actions	Responsibility	Outcome Measures
1. Review Endowment Investments 2. Enhance the Annual Fund Campaign 3. Expand alumni relationships 4. Increase Leaving a Legacy Endowment Program by the end of 2028 5. Development Plan 2025-28 implementation	1. Continue to collaborate with CCCF on Planning Giving and Leaving a Legacy Program 2. Expand list of potential of donors/prospects for face-to-face meetings 3. Communicate information to OEF Constituents on how they can contribute to the Leaving a Legacy program. Share Case Statement and various opportunities of giving 4. Meet with financial advisor(s) yearly to review endowment investments to analyze performance and asset allocation 5. Establish and implement timeline, budget, campaign goal and communication to Constituents for Annual Campaign 6. Execute goals and actions of the Development Plan in the areas of: Annual Fund Major Gifts Events, Grants, Businesses and Corporations, Administration and Board and Leaving a Legacy Endowment	1.Ways and Means Committee 2. Board Members 3. Executive Director 4. Emeritus Board Members	1. Conduct 5 face to face meetings with new donors and/or businesses 2. Documented meetings with financial advisor regarding endowment fund 3. Document meeting with CCCF regarding Planned Giving and Leaving a Legacy Programs. 4. Development Plan will realize an increase of funding by 20% 5. Leaving a Legacy Endowment Fund increased by 17% by 2028

Communication-Increase Awareness	Fund Development-Increase Revenue	Volunteers—Increase volunteerism in the OASD	Board Development-increase board participation

Goal: Increase Volunteer participation and utilize their talents in support of the Foundation's mission

Strategies	Actions	Responsibility	Outcome Measures
1. Identify from OASD teachers and school counselors the expertise of volunteers needed to assist OASD students 2. Increase number of student contacts with volunteers 3. Increase the number of volunteers 4. Volunteer Training 5. Establish or re-engage with community partners 6. Update Volunteer Handbook for 2028 7. Explore a model for tutor coaching	1. recruitment campaign in the Oxford Community and its surroundings. 2. Survey teachers and school counselors to identify student needs for volunteer opportunities 3. Review Volunteer Handbook and make necessary revisions for board approval 4. Train all new volunteers 5. Meet with volunteers bi annually 6. Specific volunteer opportunities posted on OEF website, school e-news 7. Continue to recruit volunteer opportunities from Neighborhood Services Center, LaCommunidad/ Hispana, Oxford Senior Center, OASD PTO, Oxford Band Parents, Oxford Lighthouse Youth Center, Oxford Public Library, Chester County Futures, Oxford Ministerium and Jennersville YMCA, Lincoln University, Oxford Lions, Oxford Rotary and SILO. 8. Implement coaching for tutors who are interested	1. Mentors, Tutors, Classroom Volunteer Committee 2. Board members 3. Volunteer Coordinator 4. Executive Director	1. two meetings (beginning and mid-year) scheduled with volunteers each year 2.. meeting with school counselors at the beginning of each school year. 3. 90% or higher success rate for tutor coaching through survey 4. Updated Volunteer Handbook to be implemented for the 2028 school year . Increase the number of volunteers to 200

Communication-Increase Awareness	Fund Development-Increase Revenue	Volunteers—Increase volunteerism in the OASD	Board Administration and Development-increase board participation

Goal: Develop an active and engaged board whose members are diverse across geography, ethnicity, and age, along with a leadership developpoment to cultivate a "waiting list" of potential new board members

Strategies	Actions	Responsibility	Outcome Measures
1. Regular attendance and participation at board meetings 2. Maintain 100% board financial participation 3. Board members feel comfortable and are active with fundraising efforts 4. Board committees meet regularly with defined strategic goals and actions 5. Board members are confident brand Ambassadors of the OEF 6. Board members receive non-profit information from the yearly CCCF Board Institute 7. Report on Strategic Plan and Development Plan 8.. Explore policies on scholarships 9.. Review draft policy procedures on board responsibilities 10. Review Executive Director Succession Plan 11. Renew OEF Sales Tax Exemption (expires 2/28/2026) 12.Outline a Outline a Succession Plan for Executive Committee	1. Inform potential board members of expectations of a Board member before nomination to the Board 2. Provide an orientation for new board members 3. Provide a mentor for a new Board member 4. Clarify and document roles and responsibilities of board members and board committees 5. Verify/recruit committee chairs and members annually 6. Provide board member fundraising training 7. Inform Board members of upcoming CCCF of its yearly Board Institute 8. Perform biennial survey of board members of effectiveness and methods of the board 9. Look at faculty and parents of students who have received OEF services to find board candidates 10. Update and distribute Fast Fact Sheet 11. Highlight Strategic Plan and Development Plan progress at Board meetings	1. Board Executive Committee 2. Executive Director 3. Board members 4. Internal Affairs Committee	1. Every board member feels comfortable in their role as board and committee member 2. By-laws reviewed 3. All board members contribute to annual board fundraising campaign 4. Regular meetings and self-sustaining committee meetings held 5. Every Board member feels comfortable fundraising and is a brand ambassador 6. Each board member is encouraged to attend one CCCF Board Institute over the strategic plan 7. Active and engaged committees performing important work for the Board 8. Strategic Plan goals, strategies and actions tracked 9. Implement policy on scholarships 10. Implement board policy and procedures on board responsibilities 11. Hire Executive Director 12. Sales tax exemption approved by Commonwealth of PA Department of Revenue 13. Succession Plan for Executive Committee in place when needed

	12. Draft policy on scholarships 13. Write final policy and procedures on board responsibilities 14. Make any changes to Executive Director Succession Plan 15. Complete documents for sales tax exemption 16. Draft document for a Succession Plan for Executive Committee		

Oxford Educational Foundation

Strategic Plan Addendum
Donor Opportunities

Scholarships to OASD students

- 4 year college/university
- 2 year community college
- Technical School e.g. Thaddeus Stevens of Technology

Early College Academy

- Cecil College
- Delaware County Community College

Band to Orchestra (Strings Program)

Professional Grants to OASD teachers

- STEM Education
- Arts
- Music
- Literature
- Sciences
- Social Studies
- Agricultural Science
- Project Lead the Way

Leaving a Legacy Endowment Program

OEF Mentors, Tutors and Classroom Volunteers Operational Expenses

Sponsor OEF's Signature Fundraiser Event