

Introduction

Saint Paul's College for Life (SPC4LIFE) is reimagining Saint Paul's College, a historically Black college that closed in 2013. SPC4LIFE is working to re-establish Saint Paul's College as Saint Paul's Leadership Institute.

Undergirding this work is a concern for community healing around the wounds related to longstanding racial and economic divides, including the closing of Saint Paul's College.

SPC4LIFE has taken significant steps to move forward toward its vision of becoming an equitable, family-based academic environment that will affirm and produce well-prepared and empowered leaders for the challenges of the evolving world.

SPC4LIFE leadership has also become actively engaged with local leaders from the Town of Lawrenceville, Brunswick County, and other regional stakeholders.

The creation of this document is only a first step in achieving SPC4LIFE/Saint Paul's Leadership Institute objectives. The next step is to further develop the appropriate plans, action steps, and timeline to meet the goals.

During the implementation of the plan, it is the Board's responsibility to ensure that the organization, through the actions of professional staff, is meeting its goals by monitoring progress on a regular basis and evaluating performance against each goal.

This is a working document, a tool to help SPC4LIFE/Saint Paul's Leadership Institute achieve its goals. As such, it may be adjusted and modified as needed to support the changing environment and the needs of the organization.

Executive Summary

Saint Paul's College for Life (SPC4LIFE) is a non-profit 501 © 3 organization that is transitioning to Saint Paul's Leadership Institute, and is seeking accreditation as a school of higher education. SPC4LIFE is committed to creating an equitable, family-based academic environment that will affirm and produce well-prepared and empowered leaders for the challenges of the evolving world.

SPC4LIFE has taken significant steps forward in the past three years, including:

- Major milestone achieved! The State Council of Higher Education in Virginia has approved our letter of intent.
- Investing in Leadership: SPC4Life announces the appointment of 5 new board members on April 6, 2024. Their diverse perspectives will strengthen our governance and drive growth.
- Developing 13 committees with Chairs and Vice-Chairs appointed by the Elected Leaders
- SPC4LIFE purchased a 12,000 square foot building in downtown Lawrenceville, Virginia, debt-free, to serve as its headquarters at 300 North Main Street, Lawrenceville, Va 23868.

SPC4LIFE is committed to working with local governments and other organizations to provide much-needed resources to disadvantaged communities. We are grateful for the opportunity to partner with the Episcopal Church, which has supported Saint Paul's College since its conception in 1888. We are also proud to have played a role in the revitalization of the Saint Paul's College National Alumni Association.

In the coming year, SPC4LIFE will focus on:

- Investing resources to achieve the maximum return on investment
- Developing and executing an operation plan
- Creating coordinated and consistent brand messaging

SPC4LIFE believes that the robust culture and solid academia of Historically Black Colleges and Universities (HBCUs) produce a pipeline of talent and increase economic mobility rates for their students at a rate almost double the rate of all US colleges.

SPC4LIFE is committed to carrying on this tradition and providing a world-class education to its students.

Mission and Vision

Mission — SPC4LIFE is devoted to creating an equitable, family-based academic environment that will affirm and produce well-prepared and empowered leaders for the challenges of the evolving world.

Vision — SPC4LIFE will implement innovative educational programs with a direct pathway to careers or entrepreneurship opportunities to heal the village through community learning and development. As empowered leaders, they will strengthen their families, while building a strong sense of community starting at home first with strong values of pride, honesty and integrity. SPC4LIFE holistic educational platform will have a direct impact on the spiritual, economical, social, mental and physical wellbeing of individuals, families and their community, which can be transferred through generations to come.

Organization Formation

Board of Directors

K. Chris Stephenson - President
Derrick Woodson - Vice President
Karen Jordan-Wright - Treasurer
Virginia Pettis - Secretary
Arnold Pleasant - Member
James Clark - Member

Faith Committee

Brad Mongo Bradley - Chair
Roderick Walker - Vice Chair
Franchone Dukes - Vice Chair

Organizational Committee

Arnold Pleasant - Chair
Kijafa Parker - Vice Chair
Carrollynn Bigger Brown - Strategic Planning Task Force
James Clark - Strategic Planning Task Force

Finance Committee

Gwendolyn Coleman Pearson - Chair
Ocativa Gaston - Vice Chair

Fundraising Committee

Perrin Carr - Chair
Stacy Booker - Vice Chair
Lisa Sykes-Winstead - Vice Chair

Events Committee

James Alston - Chair
Paula Almonds - Vice Chair

Negotiation and Acquisition

Eric Williams - Chair
Floyd Moore - Vice Chair

Organization Formation (continued)

Business Development/Sustainability Plan

David Fagan - Chair

Single Parent/Support Services

Cortney Hagans - Chair

Dominique McDonald - Vice Chair

Communication Committee

Mary Tisdale - Chair

Myra Winfield - Vice Chair

Carrollynn Bigger Brown - Vice Chair

Community Development/Quality of Life

Carnell Bagley - Chair

Michelle Brown Peters - Vice Chair

Public and Private Legislative Committee

Michelle Pearson-Clark - Chair

Consuela Jordan - Vice Chair

Facility Managers Committee

Dee Gillis - Chair

Floyd Moore - Vice Chair

Keith Stradford - Vice Chair

Advisory Committee

Susan B. Haynes - 11th Bishop the Episcopal Diocese of Southern Virginia
Georgene Vairo - Chair of Sweet Briar College Board Directors
Phillip Stone - Former President of Bridgewater College and Sweet Briar College
Darrell Green - NFL Hall of Famer
Frank Roach - Retired CEO of Ferguson Enterprise
Steven Pitts - Market People Operations Lead at Walmart
Frank Tenneyson III - McKinsey & Company Associate
James Meath - Retired Chair at the WilliamsMullen Law Firm
William "Billy" S. Peebles - Interim Director of Collegiate School
Willene Johnson - Economist
Richard America - Economist
Jay A. Stafford - Benchmark Bank Chief Executive Officer
Dwight Stephenson - NFL Hall of Famer, D. Stephenson Construction

Saint Paul's Memorial Chapel (Separate Organization)

Barbara Malone - Senior Warden
Robert Satcher - Junior Warden

Saint Andrew's Episcopal Church (Separate Organization)

Robert Pecht - Senior Warden
Gay Neale - Junior Warden

Episcopal Diocese of Southern Virginia (Separate Organization)

Bishop Susan B. Haynes

Saint Paul's College National Alumni Association (Separate Organization)

Rickie Hopkins - President
Marci Robinson - Vice President
Kendra Glover - Secretary
Crystal Green - Treasure
Shirlene Baskerville - Financial Secretary
Nadia Alston - Chaplin
Adrienne Shirley - Parliamentarian

Saint Paul's Reunion Committee
Derrick Woodson - Chair
Ruby Epps - Vice Chair

Goals

Goal 1: Develop an innovative and relevant educational platform that meets the needs of 21st century learners and employers.

SPC4LIFE is committed to providing a world-class education to its students that prepares them for success in the workforce. To achieve this goal, SPC4LIFE will develop an innovative and relevant educational platform that meets the needs of 21st century learners and employers.

Goal 2: Empower families and communities to promote racial and economic equity through education, community engagement, and advocacy.

SPC4LIFE can offer educational programs that teach about the history and impact of racism and economic inequality in the United States. SPC4LIFE can also offer programs that teach people how to develop their leadership skills and how to advocate for change in their communities.

Community engagement: SPC4LIFE can partner with other local organizations to host events and workshops that promote racial and economic equity. SPC4LIFE can also support other organizations' events and workshops by providing volunteers, financial support, or other resources.

Goal 3: Build the capacity of SPC4LIFE to achieve its mission of promoting racial and economic equity through education, community engagement, and advocacy.

Develop a capacity building plan. This plan should identify the specific areas where SPC4LIFE needs to build its capacity, such as staff development, fundraising, and program evaluation. The plan should also outline specific goals and objectives, as well as a timeline for implementation.

Goal 4: Create a welcoming and inclusive physical space that supports our new and expanded offerings, and explore rebranding SPC4LIFE to reflect our values and mission.

This will help to attract new students, community members, and partners. It will also help to create a sense of belonging and community for those who use the space. This will help SPC4LIFE to better communicate its values and mission to the public. It will also help to create a more unified and cohesive image for the organization.

Strategic Plan

Goal 1: Develop an innovative and relevant educational platform that meets the needs of 21st century learners and employers.

Strategy 1: Implement a Reentry Program

A Reentry Program would help people with criminal records successfully reintegrate into society and become productive members of the community. This program could offer a variety of services, such as educational programs, job training, and job placement assistance.

Strategy 2: Provide Sector-Specific Workforce Training and Certifications

SPC4LIFE could work with existing community colleges, institutions of higher education, and discreet workforce training programs to deliver re-skill and up-skill programs for employment and workforce development certifications. This would help students develop the skills and knowledge they need to succeed in high-demand jobs.

Strategy 3: Utilize a "Higher Education Center" Model

A "Higher Education Center" model would allow educational partners to deliver programming in a shared physical location. This would provide students with access to a wider range of educational opportunities and would help reduce the cost of education.

Strategy 4: Offer Entrepreneurial Training and New Business Launch Support

SPC4LIFE could offer entrepreneurial training and new business launch support to help students develop and launch their own businesses. This could include providing access to resources such as business planning assistance, mentorship, and access to capital.

Strategic Plan (continued)

Goal 2: Empower families and communities to promote racial and economic equity through education, community engagement, and advocacy.

SPC4LIFE can offer educational programs that teach about the history and impact of racism and economic inequality in the United States. SPC4LIFE can also offer programs that teach people how to develop their leadership skills and how to advocate for change in their communities.

Community engagement: SPC4LIFE can partner with other local organizations to host events and workshops that promote racial and economic equity. SPC4LIFE can also support other organizations' events and workshops by providing volunteers, financial support, or other resources.

Strategy 1: Establish a Community Change Collaboration Think Tank

This think tank would bring together scholars, community leaders, and other stakeholders to discuss and develop solutions to the challenges facing African American communities. It would also serve as a platform for amplifying the voices of African Americans and advocating for their needs.

The think tank could focus on a variety of issues, such as: Education, Employment, Housing, Healthcare, Criminal justice reform, and Economic development.

The think tank could also develop and implement educational programs and advocacy campaigns to raise awareness of these issues and promote policy change.

Strategy 2: Develop and offer educational programs that teach about the history and impact of racism and economic inequality in the United States.

These programs could be offered to students, community members, and policymakers. They could cover topics such as slavery, segregation, the civil rights movement, mass incarceration, and racial disparities in education, healthcare, and employment.

The educational programs could be offered in a variety of formats, such as workshops, seminars, and online courses. SPC4LIFE could also develop educational materials, such as curricula, lesson plans, and videos.

Strategic Plan (continued)

Strategy 3: Partner with other local organizations to host events and workshops that promote racial and economic equity.

This could include events such as voter registration drives, financial literacy workshops, and panel discussions on racial disparities in the criminal justice system. SPC4LIFE could also support other organizations' events and workshops by providing volunteers, financial support, or other resources.

SPC4LIFE could partner with a variety of organizations, such as: Community development organizations, Civil rights organizations, Faith-based organizations, Labor unions and Educational institutions.

Strategy 4: Advocate for policies and practices that promote racial and economic equity.

This could include advocating for increased funding for public education, raising the minimum wage, expanding access to affordable housing, and reforming the criminal justice system. SPC4LIFE could also advocate for policies that specifically address the needs of marginalized communities, such as communities of color and low-income communities.

SPC4LIFE could advocate for policies at the local, state, and federal levels. SPC4LIFE could also work to educate the public about the importance of these policies and mobilize them to take action.

Strategic Plan (continued)

Goal 3: Build the capacity of SPC4LIFE to achieve its mission of promoting racial and economic equity through education, community engagement, and advocacy.

Develop a capacity building plan. This plan should identify the specific areas where SPC4LIFE needs to build its capacity, such as staff development, fundraising, and program evaluation. The plan should also outline specific goals and objectives, as well as a timeline for implementation.

Strategy 1: Conduct a capacity assessment.

This assessment will help SPC4LIFE to identify its strengths and weaknesses, as well as the areas where it needs to build its capacity. The assessment should include input from staff, board members, community stakeholders, and other relevant parties.

Strategy 2: Develop a capacity building plan.

This plan should outline the specific areas where SPC4LIFE needs to build its capacity, as well as the specific steps that will be taken to achieve this goal. The plan should also include a timeline and budget.

Strategy 3: Implement the capacity building plan.

This includes providing staff development opportunities, developing a fundraising plan, developing a program evaluation plan, and developing a strategic communications plan.

Strategy 4: Monitor and evaluate the capacity building plan.

This includes tracking progress towards the goals and objectives of the plan, as well as making adjustments as needed.

Strategic Plan (continued)

Goal 4: Create a welcoming and inclusive physical space that supports our new and expanded offerings, and explore rebranding SPC4LIFE to reflect our values and mission.

This will help to attract new students, community members, and partners. It will also help to create a sense of belonging and community for those who use the space. This will help SPC4LIFE to better communicate its values and mission to the public. It will also help to create a more unified and cohesive image for the organization.

Strategy 1: Conduct a community needs assessment with SOVA innovational Hub and partnership to understand the needs and preferences of the community members who will be using the space.

This will help SPC4LIFE to ensure that the physical space is designed to meet the needs of the community and that the rebranding efforts are aligned with the community's values.

Strategy 2: Create a welcoming and inclusive physical space by:

- Making sure that the space is accessible to people with disabilities.
- Providing gender-neutral restrooms.
- Displaying artwork and other materials that reflect the diversity of the community.
- Creating spaces for people to gather and socialize.
- Offering programs and services that are relevant to the needs of the community.

Strategy 3: Explore rebranding SPC4LIFE by:

- Developing a new logo, tagline, and website.
- Developing new marketing and communications materials that reflect the organization's new brand.
- Conducting focus groups and surveys with community members to get feedback on the rebranding efforts.

Strategic Plan (continued)

Strategy 4: Launch a marketing campaign to promote the new and improved SPC4LIFE to the community.

This could include social media marketing, email marketing, and print and digital advertising. By implementing these strategies, SPC4LIFE can create a welcoming and inclusive physical space that supports its new and expanded offerings and explore rebranding the organization to reflect its values and mission. This will help SPC4LIFE to attract new students, community members, and partners, create a sense of belonging and community for those who use the space, and better communicate its values and mission to the public.

Implementation

Goal 1: Develop an innovative and relevant educational platform that meets the needs of 21st century learners and employers.

Strategy 1: Implement a Reentry Program

Action 1: Conduct a needs assessment to identify the specific needs of people with criminal records who are reentering society in Brunswick County with the Department of Correction, local authorities, community members, and stakeholders.

Action 2: Develop a Reentry Program in partnership with Virginia Technical Academy that offers a variety of services to meet the needs of the community, such as educational programs, job training, job placement assistance, social services, mental health counseling, substance abuse treatment, and faith-based support.

Action 3: Partner with other organizations in the community to provide services to Reentry Program participants, such as social services providers, mental health providers, substance abuse treatment providers, and faith-based organizations.

Action 4: Evaluate the Reentry Program on a regular basis to ensure that it is effective and meeting the needs of the community. This could be done through surveys, interviews, and focus groups.

Strategy 2: Provide Sector-Specific Workforce Training and Certifications

Action 1: Identify the high-demand jobs in the local economy, in collaboration with local employers and economic development organizations.

Action 2: Develop sector-specific workforce training programs that will prepare students for these jobs. These programs should be designed to teach students the skills and knowledge they need to be successful in their chosen field, and should be aligned with the needs of local employers.

Action 3: Partner with local employers to provide students with internships and job shadowing opportunities. This will give students the opportunity to gain real-world experience and make connections with potential employers.

Implementation (continued)

Action 4: Offer students the opportunity to earn certifications in their field of study. Certifications can make students more competitive in the job market and can also lead to higher wages.

Strategy 3: Utilize a "Higher Education Center" Model

Action 1: Identify existing educational partners that offer programs that are aligned with SPC4LIFE's mission. This could include local community colleges, universities, technical schools, and other educational institutions.

Action 2: Develop a plan for sharing a physical location with these educational partners. This could involve leasing a shared space, renovating an existing space, or building a new space.

Action 3: Market the Higher Education Center to students and employers. This could be done through social media, advertising, and outreach to local businesses and organizations.

Action 4: Evaluate the Higher Education Center on a regular basis to ensure that it is effective and meeting the needs of the community. This could be done through surveys, interviews, and focus groups.

Strategy 4: Offer Entrepreneurial Training and New Business Launch Support

Action 1: Develop an entrepreneurial training program in partnership with Virginia Tech Apex program that will teach students the basics of starting and running a business. This program should cover topics such as business planning, marketing, finance, and legal issues.

Action 2: Provide students with access to resources such as business planning assistance, mentorship, and access to capital. This could be done through partnerships with local business incubators, accelerators, venture capital firms, and other organizations that support entrepreneurs.

Action 3: Partner with other organizations in the community to provide support to students who are starting their own businesses. This could include chambers of commerce, economic development organizations, nonprofits, and other organizations that support small businesses.

Implementation (continued)

Action 4: Evaluate the entrepreneurial training program on a regular basis to ensure that it is effective and meeting the needs of the community. This could be done through surveys, interviews, and focus groups.

Goal 2: Empower families and communities to promote racial and economic equity through education, community engagement, and advocacy.

SPC4LIFE can offer educational programs that teach about the history and impact of racism and economic inequality in the United States. SPC4LIFE can also offer programs that teach people how to develop their leadership skills and how to advocate for change in their communities.

Community engagement: SPC4LIFE can partner with other local organizations to host events and workshops that promote racial and economic equity. SPC4LIFE can also support other organizations' events and workshops by providing volunteers, financial support, or other resources.

Strategy 1: Establish a Community Change Collaboration Think Tank

Action 1: Identify and recruit potential members for the think tank, including scholars, community leaders, and other stakeholders.

Action 2: Develop a plan for the think tank, including its goals, objectives, and meeting schedule.

Action 3: Hold regular meetings of the think tank to discuss and develop solutions to the challenges facing African American communities.

Action 4: Share the think tank's findings and recommendations with the public and with policymakers.

Strategy 2: Develop and offer educational programs that teach about the history and impact of racism and economic inequality in the United States

Action 1: Develop a curriculum for educational programs on racism and economic inequality.

Action 2: Train staff and volunteers to deliver the educational programs.

Implementation (continued)

Action 3: Offer educational programs to students, community members, and policymakers.

Action 4: Develop educational materials, such as curricula, lesson plans, and videos.

Strategy 3: Partner with other local organizations to host events and workshops that promote racial and economic equity

Action 1: Identify and contact other local organizations that are working to promote racial and economic equity.

Action 2: Explore opportunities to partner with these organizations to host events and workshops.

Action 3: Provide volunteers, financial support, or other resources to support partner organizations' events and workshops.

Strategy 4: Advocate for policies and practices that promote racial and economic equity

Action 1: Identify specific policies and practices that would promote racial and economic equity.

Action 2: Develop advocacy strategies for promoting these policies and practices.

Action 3: Advocate for these policies and practices at the local, state, and federal levels.

Action 4: Educate the public about the importance of these policies and mobilize them to take action.

Implementation (continued)

Goal 3: Build the capacity of SPC4LIFE to achieve its mission of promoting racial and economic equity through education, community engagement, and advocacy.

Develop a capacity building plan. This plan should identify the specific areas where SPC4LIFE needs to build its capacity, such as staff development, fundraising, and program evaluation. The plan should also outline specific goals and objectives, as well as a timeline for implementation.

Strategy 1: Conduct a capacity assessment.

Action 1: Develop a list of the specific areas where SPC4LIFE needs to build its capacity, such as staff development, fundraising, program evaluation, and board governance.

Action 2: Develop a survey or interview guide to assess SPC4LIFE's capacity in each of these areas.

Action 3: Distribute the survey or interview guide to staff, board members, community stakeholders, and other relevant parties.

Action 4: Analyze the results of the survey or interviews to identify SPC4LIFE's strengths and weaknesses, as well as the areas where it needs to build its capacity.

Strategy 2: Develop a capacity building plan.

Action 1: Based on the results of the capacity assessment, identify the specific goals and objectives that SPC4LIFE wants to achieve in each area of capacity building.

Action 2: Develop a timeline and budget for achieving each of the goals and objectives.

Action 3: Identify the specific steps that will be taken to achieve each of the goals and objectives.

Action 4: Identify the resources that will be needed to implement the capacity building plan, such as staff time, financial resources, and technical assistance.

Strategy 3: Implement the capacity building plan.

Action 1: Provide staff development opportunities in the areas of staff development, fundraising, program evaluation, and board governance.

Implementation (continued)

Action 2: Develop a fundraising plan that outlines the specific strategies that SPC4LIFE will use to raise money to support its mission and programs.

Action 3: Develop a program evaluation plan that outlines how SPC4LIFE will evaluate the effectiveness of its programs.

Action 4: Develop a strategic communications plan that outlines how SPC4LIFE will communicate its mission, values, and programs to the public.

Strategy 4: Monitor and evaluate the capacity building plan.

Action 1: Track progress towards the goals and objectives of the capacity building plan.

Action 2: Make adjustments to the plan as needed to ensure that it is on track to achieve its goals and objectives.

Action 3: Evaluate the overall effectiveness of the capacity building plan on a regular basis.

Specific action to support SPC4LIFE's plan to expand its board of directors from 6 to 9 members by November 1, 2023:

Action 1: Identify potential new board members who have the skills and experience that SPC4LIFE is looking for.

Action 2: Reach out to potential new board members to gauge their interest in serving on the SPC4LIFE board.

Action 3: Nominate new board members for election at the next SPC4LIFE board meeting.

Action 4: Onboard new board members and provide them with the necessary training and resources to be successful in their roles.

Implementation (continued)

Goal 4: Create a welcoming and inclusive physical space that supports our new and expanded offerings, and explore rebranding SPC4LIFE to reflect our values and mission.

This will help to attract new students, community members, and partners. It will also help to create a sense of belonging and community for those who use the space. This will help SPC4LIFE to better communicate its values and mission to the public. It will also help to create a more unified and cohesive image for the organization.

Strategy 1: Conduct a community needs assessment with SOVA innovational Hub and partnership to understand the needs and preferences of the community members who will be using the space.

Action 1: Develop a list of questions to ask community members about their needs and preferences for the physical space and rebranding efforts.

Action 2: Conduct focus groups and surveys with community members to gather their input.

Action 3: Analyze the results of the focus groups and surveys to identify the common themes and trends.

Action 4: Use the findings from the community needs assessment to inform the design of the physical space and the rebranding efforts.

Strategy 2: Create a welcoming and inclusive physical space by:

Action 1: Make sure that the space is accessible to people with disabilities, including ramps, elevators, and accessible restrooms.

Action 2: Provide gender-neutral restrooms.

Action 3: Display artwork and other materials that reflect the diversity of the community.

Action 4: Create spaces for people to gather and socialize, such as a common area, cafe, or outdoor patio.

Implementation (continued)

Action 5: Offer programs and services that are relevant to the needs of the community, such as educational programs, job training, and community events.

Strategy 3: Explore rebranding SPC4LIFE by:

Action 1: Develop a new logo, tagline, and website.

Action 2: Develop new marketing and communications materials that reflect the organization's new brand.

Action 3: Conduct focus groups and surveys with community members to get feedback on the rebranding efforts.

Action 4: Make adjustments to the rebranding efforts as needed based on the feedback from community members.

Strategy 4: Launch a marketing campaign to promote the new and improved SPC4LIFE to the community.

Action 1: Develop a marketing plan that outlines the specific strategies that will be used to promote the new SPC4LIFE.

Action 2: Implement the marketing plan, including social media marketing, email marketing, and print and digital advertising.

Action 3: Track the results of the marketing campaign and make adjustments as needed.

SWOT Analysis for SPC4LIFE:

Strengths:

- Growing community support
- Dedicated and passionate alumni and volunteers
- Innovative and relevant educational programs
- Focus on racial and economic justice
- Commitment to partnerships and collaboration

Weaknesses:

- Limited financial resources
- Trained Volunteers
- New and emerging organization, with a limited track record
- Competition from other educational institutions

Opportunities:

- Growing demand for high-quality education
- Increasing awareness of racial and economic injustice
- Support from government and philanthropic organizations
- Potential to partner with other educational institutions and businesses

Threats:

- Economic downturn
- Changes in government funding for education
- Increasing competition from other educational institutions
- Loss of key staff members and donor fatigue

SPC4LIFE can leverage its strengths and opportunities to overcome its weaknesses and threats. For example, SPC4LIFE can use its strong community support and dedicated staff to develop innovative and relevant educational programs that promote racial and economic justice. SPC4LIFE can also partner with other organizations to gain access to additional resources and expertise.

SPC4LIFE should also be mindful of its weaknesses and threats. For example, SPC4LIFE should develop a plan to address its limited financial resources and lack of

SWOT Analysis for SPC4LIFE (continued)

physical space. SPC4LIFE should also monitor the competitive landscape and develop strategies to maintain its competitive advantage.

SPC4LIFE Timeline

Action	Timeline	Responsibility
Conduct a needs assessment to identify the specific needs of people with criminal records who are reentering society in Brunswick County with the Department of Correction, local authorities, community members, and stakeholders.	1-3 months	SPC4LIFE staff
Develop a Reentry Program in partnership with Virginia Technical Academy that offers a variety of services to meet the needs of the community, such as educational programs, job training, job placement assistance, social services, mental health counseling, substance abuse treatment, and faith-based support.	3-6 months	SPC4LIFE staff and Virginia Technical Academy staff
Partner with other organizations in the community to provide services to Reentry Program participants, such as social services providers, mental health providers, substance abuse treatment providers, and faith-based organizations.	6-9 months	SPC4LIFE staff
Evaluate the Reentry Program on a regular basis to ensure that it is effective and meeting the needs of the community.	Ongoing	SPC4LIFE staff
Identify the high-demand jobs in the local economy, in collaboration with local employers and economic development organizations.	1-2 months	SPC4LIFE staff
Develop sector-specific workforce training programs that will prepare students for these jobs. These programs should be designed to teach students the skills and knowledge they need to be successful in their chosen field, and should be aligned with the needs of local employers.	3-6 months	SPC4LIFE staff
Partner with local employers to provide students with internships and job shadowing opportunities.	6-9 months	SPC4LIFE staff
Offer students the opportunity to earn certifications in their field of study.	Ongoing	SPC4LIFE staff

Identify existing educational partners that offer programs that are aligned with SPC4LIFE's mission. This could include local community colleges, universities, technical schools, and other educational institutions.	1-2 months	SPC4LIFE staff
Develop a plan for sharing a physical location with these educational partners. This could involve leasing a shared space, renovating an existing space, or building a new space.	3-6 months	SPC4LIFE staff and educational partners
Market the Higher Education Center to students and employers. This could be done through social media, advertising, and outreach to local businesses and organizations.	6-9 months	SPC4LIFE staff
Evaluate the Higher Education Center on a regular basis to ensure that it is effective and meeting the needs of the community.	Ongoing	SPC4LIFE staff
Develop an entrepreneurial training program in partnership with Virginia Tech Apex program that will teach students the basics of starting and running a business. This program should cover topics such as business planning, marketing, finance, and legal issues.	3-6 months	SPC4LIFE staff and Virginia Tech Apex program staff
Provide students with access to resources such as business planning assistance, mentorship, and access to capital. This could be done through partnerships with local business incubators, accelerators, venture capital firms, and other organizations that support entrepreneurs.	6-9 months	SPC4LIFE staff
Partner with other organizations in the community to provide support to students who are starting their own businesses. This could include chambers of commerce, economic development organizations, nonprofits, and other organizations that support small businesses.	6-9 months	SPC4LIFE staff
Evaluate the entrepreneurial training program on a regular basis to ensure that it is effective and meeting the needs of the community.	Ongoing	SPC4LIFE staff

Evaluation and Measurement

- The evaluation and measurement section describes how SPC4LIFE will track and measure its progress towards its goals and objectives.
- It is important to have key performance indicators (KPIs) in place to track progress and identify areas where improvement is needed.

Conclusion

The SPC4LIFE Strategic Plan is a roadmap for the organization to achieve its mission of promoting racial and economic equity through education, community engagement, and advocacy. The plan focuses on four key goals:

1. Develop an innovative and relevant educational platform that meets the needs of 21st century learners and employers.
2. Empower families and communities to promote racial and economic equity through education, community engagement, and advocacy.
3. Build the capacity of SPC4LIFE to achieve its mission of promoting racial and economic equity through education, community engagement, and advocacy.
4. Create a welcoming and inclusive physical space that supports our new and expanded offerings, and explore rebranding SPC4LIFE to reflect our values and mission.

By implementing this plan, SPC4LIFE can make a significant impact on the lives of individuals and families in the community, and help to create a more just and equitable society.

SPC4LIFE Mission Statement

SPC4LIFE is devoted to creating an equitable, family-based academic environment that will affirm and produce well-prepared and empowered leaders for the challenges of the evolving world.

The SPC4LIFE Strategic Plan is aligned with this mission statement by focusing on developing innovative educational programs, empowering families and communities, building the capacity of SPC4LIFE, and creating a welcoming and inclusive space.

SPC4LIFE is committed to working with the community to achieve its mission and create a better future for all.