



# Language 4 Lombok Needs Assessment & Strategic Plan

Prepared on 11/11/2022

Prepared for:  
Future Collaborators, donors, or any party interested in  
Language 4 Lombok

Prepared By:  
Martin Kocher, Executive Director



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## Introduction

On August 19<sup>th</sup>, 2022, I landed on the Island of Lombok, located in the West Nusa Tenggara Province in Indonesia. At the time, I was excited because I was staying on a local organic farm I found while browsing Airbnb. After getting off of the airplane at Lombok International Airport, I did not expect that the next time I boarded an aircraft, I was on a mission to make an impact on the beautiful community that welcomed me.

The motivation to start Language 4 Lombok came from when I was invited to visit and teach English at Perian Elementary School in the heart of Lombok. My good friend and partner Muhammad Iqbal Adrian showed introduced me to his students, the administration, and other fellow teachers. Mr. Adrian told me about his vision for a brighter future for his students, a vision of boundless opportunities in an increasingly globalized world. The key he is granting his students to unlock these opportunities is the English language.

Seeing Mr. Adrian's determination in his eyes, it reminded me of the determination my mom has at her job. My mom is a middle school science teacher in the state of Minnesota, and she has the same passion for her students. Unfortunately, like many schools around the world, Mr. Adrian's school lacks many basic learning materials for his students to maximize their full potential. Seeing this firsthand at Perian Elementary School, it struck an emotional nerve with me, because it reminded me of how hard my mom works in the classroom despite not always having adequate resources. I needed to do something to help.

Upon returning back to the United States, I filed the necessary paperwork and founded Language 4 Lombok, a 501(c)3 nonprofit organization. It is my mission to give back to the community that welcomed me with open arms a few weeks prior.

I personally invite you to learn more about Language 4 Lombok, our strategic plan, and desired impact. We are a small international team, doing our part working towards achieving the UN Sustainable Development Goal #4 – Quality Education (United Nations 2021). All of us at Language 4 Lombok appreciate your interest in helping us provide for the students of Lombok.

With gratitude,

A handwritten signature in blue ink that reads "Martin Kocher". The signature is written in a cursive, flowing style.

Martin Kocher, Executive Director

## Needs Assessment

I first identified the need of Language 4 Lombok when I went to Perian Elementary School in the heart of the island. A driver my Airbnb host called was a former teacher and therefore had many connections with the local schools. He asked me if I wanted to visit a local elementary school and assist with an English lesson, and I willingly agreed.

After a short 20-minute drive, we were welcomed into Perian Elementary school by a number of teachers and the administration. A young teacher named Muhammad Iqbal Adrian welcomed me into many classrooms and I was greeted with multiple smiling faces and laughter. As I was introducing myself and leading a short lesson, I was impressed by the English skills of the students. Mr. Adrian is one of the most motivated teachers I have ever seen, and his impact was noticeable.

The need for Language 4 Lombok was identified during lunch when Mr. Adrian and the other school administrators were explaining to me the lack of resources they have for English language learning. The Lack of supplies included books, interactive curriculum, and worksheets for the students to practice with.



Running a short English lesson in one of the classrooms. I introduced myself and drew a few things on the whiteboard, where the students were quizzed on the English meaning.



After our English lesson, Mr. Adrian and I debriefed on how it went. This is when he was explaining his vision for his students and what resources he would need to help with that.

## Nonprofit Justification

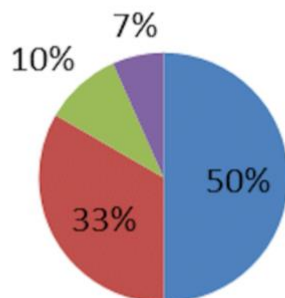
While working to identify possible avenues of support, we noticed there was one nonprofit that already worked to support a school in Lombok, called Bloom Books Lombok. Bloom Books Lombok ran a campaign over 3 years ago from the website chuffed.org, a funding website for nonprofits. Their last campaign, they raised HK \$27,569 (Hong Kong dollar), around \$3,500 (Bloom Books Projects n.d.). Their last campaign on record they donated a plethora of curriculum books, school supplies, and educational books to a primary school in southern Lombok.

Our aim is to add to the number of organizations that contribute to the education system of Lombok. We believe that we can start by fulfilling the needs of Perian Elementary school and then grow from there (more on that in the strategic plan). We justify our nonprofit by replicating the success of past fundraisers and serve new schools on the island. Success leads to more success, and we are therefore confident of our ability to provide curriculum materials starting with Perian elementary school.

Not only will we help with English language education, but we also hope to gradually make a dent in the high poverty rate of Lombok, most recently sitting at 32% (KOMPAK 2018). The English language will provide further work opportunities for students who wish to take advantage of them. The most important part of learning English, according to research, is speaking ability (Muthmainnah et al. 2021). Providing curriculum material will allow for the students of Perian elementary school and beyond to have the ability to practice their speaking through various methods.

### Language skill needed by Students

■ Speaking ■ Writing ■ Listening ■ Reading



According to a survey of 350 students from Indonesia and other countries, speaking skills is the most important skill needed for the students. This means that curriculum material that allow students to role play will greatly increase English learning (Muthmainnah et al.

# Strategic Plan

## Introduction

The issue that we are working to solve is addressing the need for English language curriculum for schools on Lombok Island, starting with Perian elementary school. In a nutshell, our strategic plan consists of a targeted approach on one school and gradually scaling from there. Our growth strategy has the following components:

- **Focusing on relationship building.** The reason we focus on relationship building is because we want our impact to last a lifetime. Mr. Adrian and I remain in frequent contact, and we update each other on the process of the nonprofit. Building relationships with the school staff allows for a clear communication of needs and expectations on both sides.
- **Sustainable growth.** Starting with one school allows us to work manageable pieces and learn from what went right and wrong. We will be able to troubleshoot any problems as they come and improve our process without justifying the processes of our organization.
- **Financial assurance.** We want to ensure that our donor's expectations are met. Therefore, we will work on our projects one at a time where the receiving school is transparent. This transparency will ensure the donors of Language 4 Lombok that we are legitimate to our mission and focus on achieving our goals.

## Mission, Vision, and Core Values

Our **mission** is: *"The mission of Language 4 Lombok is to connect English teachers on the island of Lombok in Indonesia with the resources they need to successfully teach English in the classroom, so their students have access to more opportunities in life".*

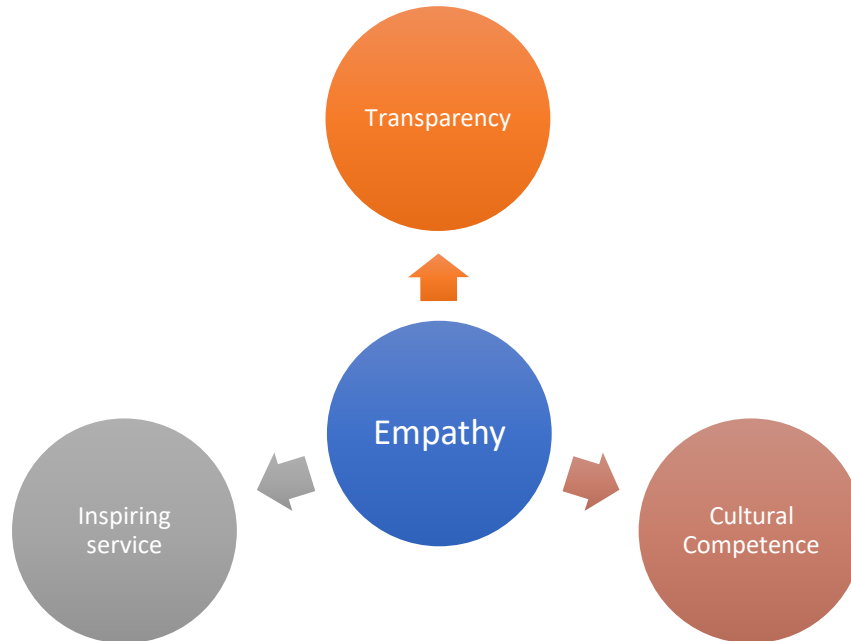
We have decided this as our mission is because we believe that language is priceless, and therefore language is the ultimate gift to students. Connecting resources with English teachers in the present allows the students to gain access to more opportunities in life in the future.

Our **vision** is: *"We envision a world where we can all celebrate each other's unique cultural identity and bridge cultural differences through empathetic dialogue."*

Our vision was founded on the basic idea of the UN Sustainable Development Goal (SDG) #4 – Quality Education. The reason our vision statement applies to SDG #4 is because a quality education fosters an empathetic mind, interested in learning different viewpoints and cultures. An educated mind realizes that there is more that unites us than what divides us. This is the empathetic and inclusive mindset we want to develop in everyone around the world, starting with the students on Lombok Island, more specifically the students of Perian Elementary school.

## Strategic Plan

Our **core values** can be summed up in the diagram below:



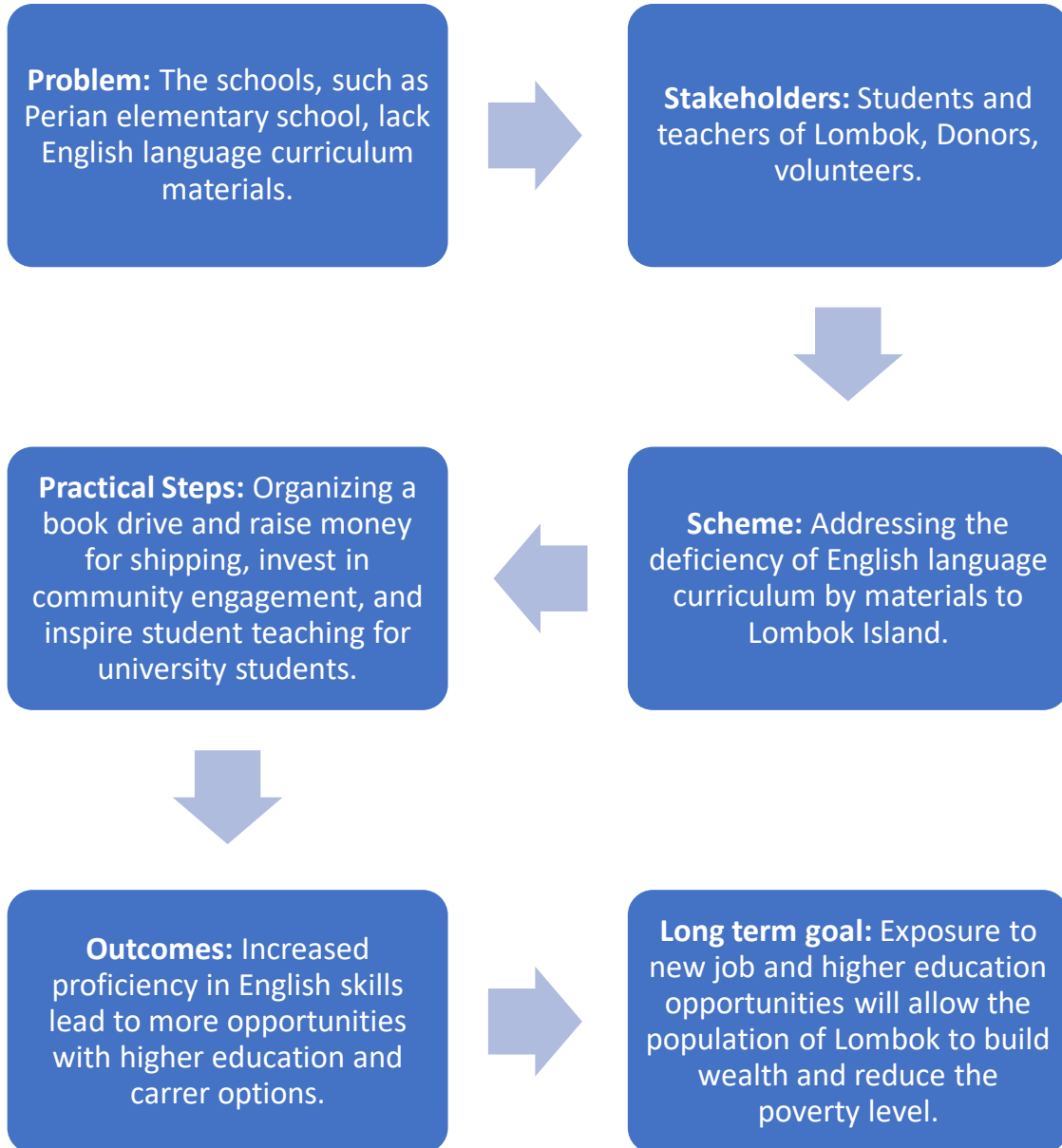
**Empathy** is at the core of everything we do at Language 4 Lombok. Being able to feel what another person feels allows us humans to help each other out and to build a better future. Empathy allows us to let our guard down and be vulnerable, so we can better understand each other.

The following values build off of our cornerstone value of empathy:

- **Cultural Competence.** Recognizing cultural differences is important to cross-cultural collaboration because it allows us to work together, despite cultural differences. Since we are a small international team working across vastly different cultures, we recognize the importance of this value.
- **Inspiring Service.** Language 4 Lombok was founded on the inspiration from many successful organizations before that created a positive impact on the community. We are determined to lead by example and inspire future generations that are eager to tackle the world's pressing problems. Success creates more success.
- **Transparency.** If we're going to inspire future problem solvers, we need to be transparent in our work. We will be publishing all of our financial data and our service plan. We will also invite everyone on social media to follow updates on our Instagram page @language4lombok to stay updated on the status of our mission.

# Strategic Plan

## Theory of Change and Impact Statement



### Impact Statement:

*“We will increase the English proficiency levels of elementary students on Lombok Island by shipping curriculum material in the short term and investing in student teaching programs long-term.”*



# Strategic Plan

## Strategic goals, Programs, and Tactics

### Short-Term goals (within 3-6 months):

- Send over a shipment of elementary level story books where students can read out loud and practice their conversational dialogue.
- Continue to build relationships with the staff at Perian elementary school and local community members.
- Raise awareness through our social media on the importance of English education and the opportunities it can provide.

### Long-Term goals (6 months – 2 years):

- Inspire students seeking to earn the Teaching English as a Foreign Language (TEFL) certificate and fulfilling the requirement of teaching in a foreign country.
- Develop a support line for students from Lombok to access opportunities abroad.
- Build relationships with English teachers from Lombok Island with professional development programs in the United States.

### The specific programs that we will initiate to achieve the following goals include:

- Organizing a local book drive where families can donate elementary-level books they no longer need and ship the package to Lombok Island.
- Leading discussions in classes pertaining to TEFL, cross-cultural collaboration, and nonprofit leadership. This will ideally encourage likeminded students seeking to create an impact be a part of a space working towards that.
- Work with interested students seeking the TEFL certificate and connect them with the exciting opportunity of teaching English in Lombok elementary schools.



My former Chinese professor, Dr. Kong, invited me to her class to talk about language learning, cross-cultural collaboration, and the mission of Language 4 Lombok. I told the students about our mission and goal we have for the students at Perian elementary school and Lombok as a whole.

Dr. Kong is also the TEFL organizer and will assist Language 4 Lombok in connecting students with teaching opportunities in Lombok schools.

# Strategic Plan

## Evaluation

In order to properly evaluate the performance of Language 4 Lombok, we have the set two performance metrics. These performance metrics are split into two categories; One is goal-based and the other is impact-based.

- **Goal-based performance metric:** Deliver first shipment of books within the first 6 months of the founding of Language 4 Lombok.
  - We were founded in late August 2022 after I landed back in the United States. Our goal will be to complete a shipment of English story books donated from the community within 6 months of the founding. We define a complete shipment by a shipment that is received by our staff on Lombok Island at the port city of Mataram, the island's largest city.
- **Impact-based performance metric:** Inspire a group of TEFL students at the University of Wisconsin-Eau Claire to work with teachers and students in Lombok Island either in person or virtually to enhance their English language learning.
  - This performance metric comes from our core value of "inspiring service" and aims to build relationships between students in the United States and teachers in Indonesia.

We are confident that these performance metrics will lead to us achieving our short-term and long-term goals, doing our part to achieving UN SDG #4.

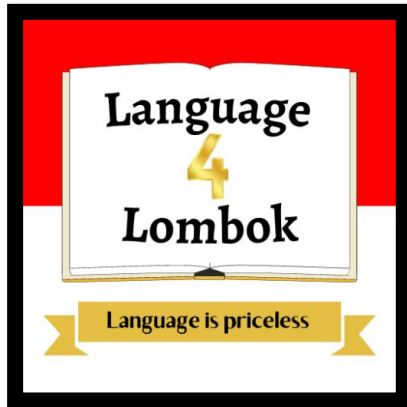


We believe in the power of leading by example and inspiring students to be passionate about their education.

Seeing this firsthand when I visited elementary schools in Indonesia, I am confident our Impact-based performance metric will direct our work towards achieving a positive impact on students.

# Branding, Marketing, and Communication

## Brand Name, Logo, and Tagline



The name of *Language 4 Lombok* was inspired by our strategic mission, with the goal of creating a clear message to the community. The message is that Language = opportunities and we will work to deliver these opportunities to elementary schools in Lombok.

Our Logo was inspired first by the beautiful Indonesian flag. The Indonesian flag is red on the top and white on the bottom. The book design was inspired by our first project, which is donating elementary-level story books to Perian elementary school. The book also symbolizes language learning and opportunities, which is connected to our mission statement. The gold color represents the value of language, which is *priceless*. Recognizing the value of language and the power of empathetic cross-cultural dialogue connects with our vision statement of creating a world where we can celebrate our cultural differences.

The tagline *Language is priceless*, which again is the justification for our vision statement. The way we can build value with each other is by letting our guard down and getting to know one another. The only way to mutually understand each other is by being able to decode what the other person is saying. That requires an agreed upon medium of information, and in this case it is the English language.

## Marketing Communication Strategy

Our main communication method will be through the social media site Instagram. Instagram allows us to connect to a broad audience and to post content where followers can engage with our posts.

Our main target audience is potential donors and partners willing to help partner with the English teachers.

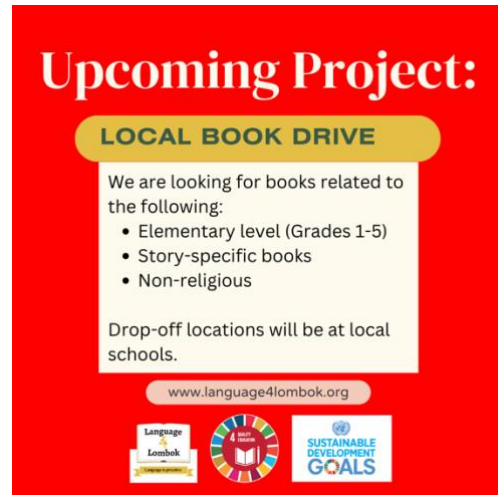
Currently, we have our introduction video on [YouTube](#) and Instagram to get our message out. So far, we have gotten hundreds of views and attracted potential donors. In order to effectively communicate our message via Instagram to



## Branding, Marketing, and Communication

potential sponsors and donors, we will be posting images such as the one to the right to effectively broadcast our message in a professional way.

To the right is an example of a post we will publish on our Instagram to advertise our planned book drive, which is part of our short-term goals.



## Acknowledgements

I would like to acknowledge multiple people for helping us build Language 4 Lombok so far and who will continue to support us in the future:

- The people of Lombok Island who welcomed me with open arms when I traveled there in August 2022.
- Muhammad Iqbal Adrian for being a relentless advocate for his student's success.
- The administration staff at Perian elementary school for assisting our formation and working with us to serve the students.
- Professor Jennifer Severin, my nonprofit leadership professor, for mentoring us through the process of forming our organization.
- Dr. Kaishan Kong for advocating the opportunity of teaching English at Lombok schools so students can earn their TEFL certificate.

We are rooting for future success with Language 4 Lombok. We hope you will join us on our mission.

From all of us at Language 4 Lombok, *Terima Kasih*.

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