



Field of Dreams ACADEMY INC.

Five-Year Strategic Plan
2023-2028

Mission

Our primary mission is to EDUCATE, EXPOSE and ENDOW opportunities to youth from underrepresented and underserved communities who have the talent, passion, and skill to excel in academics, athletics, and character leadership development! Our core sport areas are auto racing, baseball, hockey, lacrosse, soccer, and volleyball. Additionally, our focus is to EXPAND their knowledge based using the field of science, technology, engineering, and mathematics (STEM), as our framework. Our objective is to provide and foster a learning environment where social-emotional learning (SEL) is encouraged so that our youth can sense and understand his/her purpose and self-confidence in the classroom, home and among their peers. Our goal is for every youth who participates in the Field of Dreams Academy to have a positive impact on his/her community and become transformative leaders!

Vision

Year 1

Establish Programming
Develop Marketing Communication Plan
Expand our Brand Exposure

Year 3

Expand from a Local to Regional
Use SMART Goals

Expand Fundraising Opportunity
Develop more Collaborative Efforts

Year 5

Strengthen our Regional Presence
Grow Key Milestones

Value

FODA provides athletic & academic enrichment programs to dreamers in a purpose driven environment with a clear voice, helping them feel inspired and to create life-long relationships.

Our X Factor is:
Leadership creates Access

Strategic Priorities

Strategic Objectives

Key Activities

Academics & Athletics Programs

Increase youth involvement and exposure to STEM education

- Expand access to enrichment programs

1.2 Create an innovative process regarding engagement & partnerships with schools, parks & recreations and other agencies that focus on youth education, and health & wellness

- * Improve graduation rates and students focused on STEM related careers
- * Promote and participate in growth planning initiatives around more STEM education for our local, county, and statewide school system

Maximize Resources

2.1 Properly balance and allocate funds, staff, and volunteers to ensure proper program execution and success

- * Train and certify staff and key volunteers in competencies in STEM education, athletic development and child safety

2.2 Align resources with strategic objectives
2.3 Practice sound financial management
2.4 Maximize revenue

- * Train all program managers regarding budget development and monitoring
- * Pursue all appropriate grant opportunities and public-private partnerships
- * Empower staff to achieve efficiency via process management

Stakeholder Satisfaction (Internal & External)

3.1 Improve our communication strategy
3.2 Promote our diverse programming around STEM education
3.3 Foster a culture that values our youth and their education to become community leaders

- * Develop and implement an internal/external communication plan
- * Continuously monitor our enrichment programs and update or upgrade them appropriately

3.4 Market STEM education and youth athletics to the community

- * Maximize outreach to promote our diverse enrichment programs

3.5 Ensure accurate and accessible data

- Implement the Laureus USA Sport for Good Program

Organizational Infrastructure

4.1 Expand key staff positions

- Execute the SMART Goals outlined in the Mission, Vision, and Value of the organization

4.2 Strengthen board of directors presence and participation

- Provide Leadership, Experience and Foresight to ensure that the SMART Goals are achieved

4.3 Improve operational efficiency

- Strengthen our enrichment programs and capacity
- Continue innovation and building key strategic partnerships