



Eagle Empowerment, Inc.



***STRATEGIC
PLAN
2021-2025***

About Eagle Empowerment, Inc.

Eagle Empowerment, Inc. is a nonprofit organization, that began with a vision from the CEO, Carol Houston in August 1999 to take inner-city youth on an educational tour across country. The first Youth Tour occurred in 2000, and the company was formally established in 2003. It's mission is to aid in education by providing unique growth opportunities to youth and adult members of the community of Los Angeles, California. It accomplishes this through educational and training experiences that are motivational, inspirational and designed to cultivate leadership skills.

Through social outreach and community involvement, Eagle Empowerment Inc. provides profound learning experiences through classroom instruction, seminars, and field trips, including both short and long term instructive tours to domestic and international destinations. These programs are designed to expose the people served by Eagle Empowerment Inc. to the variety and diverse nature of our world at large, broaden their horizons, and deepen their awareness of people, conditions, historical events, and situations that add to the richness of life. These experiences expose them to the unlimited challenges and opportunities for all people, the likes of which they would never have been exposed were it not for the programs offered through Eagle Empowerment, Inc.

VISION

Provide efficient educational programs and services rich in academics for students and families

Develop our diverse student population into global citizens through recreation and travel

Establish a legacy, which includes succession of alumnae who transitions into leaders

Develop long-term relationships by building community and corporate partnerships

Create productive operations that include staff who will be accountable for developing metrics that measures student and organizational accomplishments*

Generate sustainable funding through wide spread media, grants, corporate sponsorship, and structured fundraising to support students and future programs

MISSION

The mission of Eagle Empowerment, Inc. is to enrich the lives of youth and families through education, mentorship and travel to broaden their thinking, enhance their insight, and visualize life's possibilities.

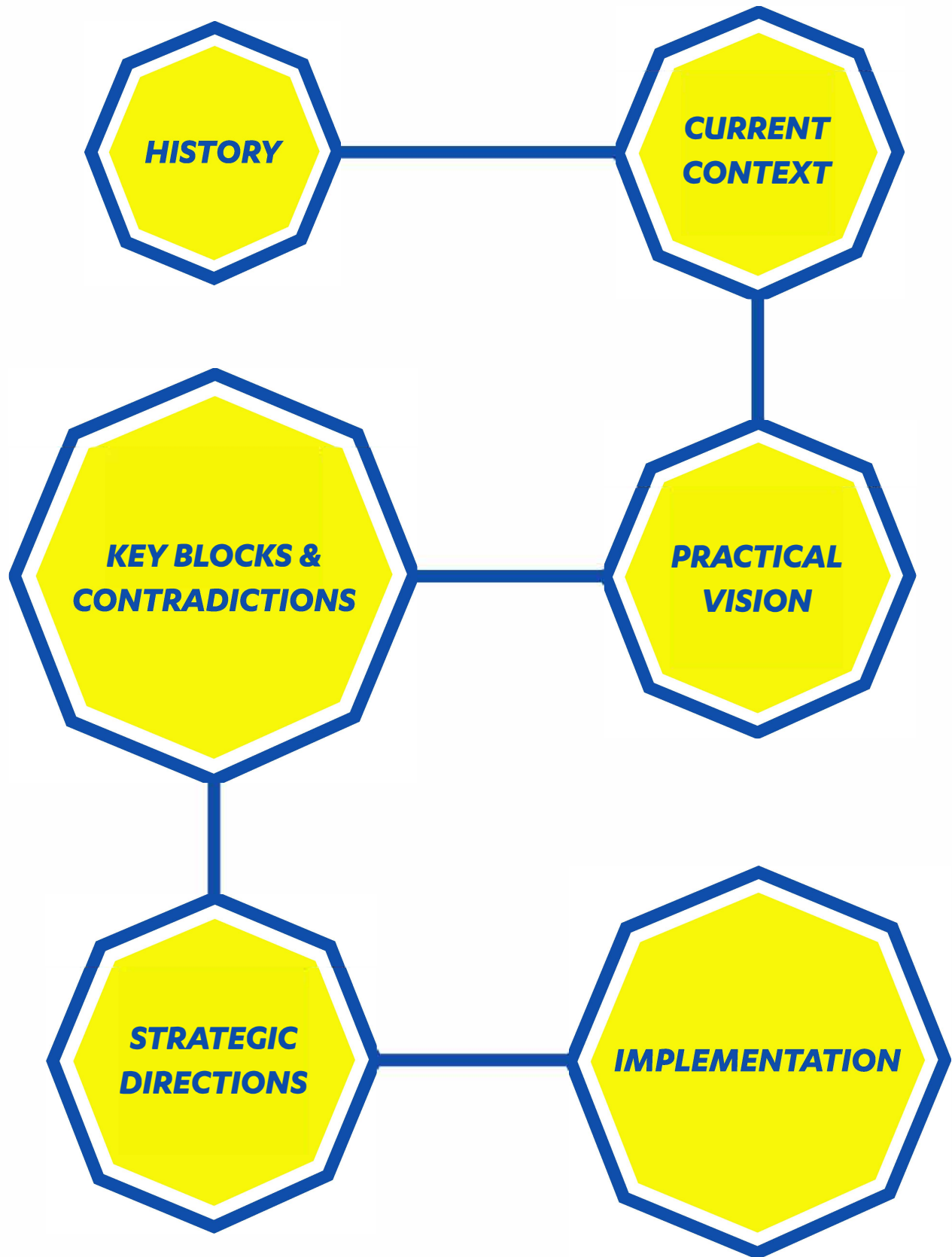
CORE Values

- Educational Enlightenment
- Leadership Development
- Integrity
- Quality of Service
- Respect for People

Our Motto

Education
in Motion

STRATEGIC PLANNING PROCESS



KEY BLOCKS & CONTRADICTIONS

A Board of Directors

B Sporadic Participation

C Fundraising

D Administrative InfraStructure



Key Blocks and Underlying Contradictions are existing realities that stand in the way of realizing the vision. They reflect impeding perceptions, habits, structures or policies out of which we operate.

The key blocks and contradictions to our vision are:



2017-2020: The Board of Directors is weakened and discouraged as demonstrated in their pledge obligations, inconsistent communication and follow through.

2021-2025: The Board of Directors continues to overcome this obstacle with increased new member nominations, knowledge sharing, and engagement activities.



2017-2020: There is weak and sporadic participation, involvement and commitment of Board of Directors, parents, volunteers, and students in the advocacy, tours and other programs.

2021-2025: Continue to overcome this barrier with enhanced website, media and communications engagement, and regularly scheduled workshops.



2017-2020: Fundraising is limited and weakened, reflected in undeveloped training of Board of Directors, uncoordinated annual fundraising, sponsorships and consistent donations.

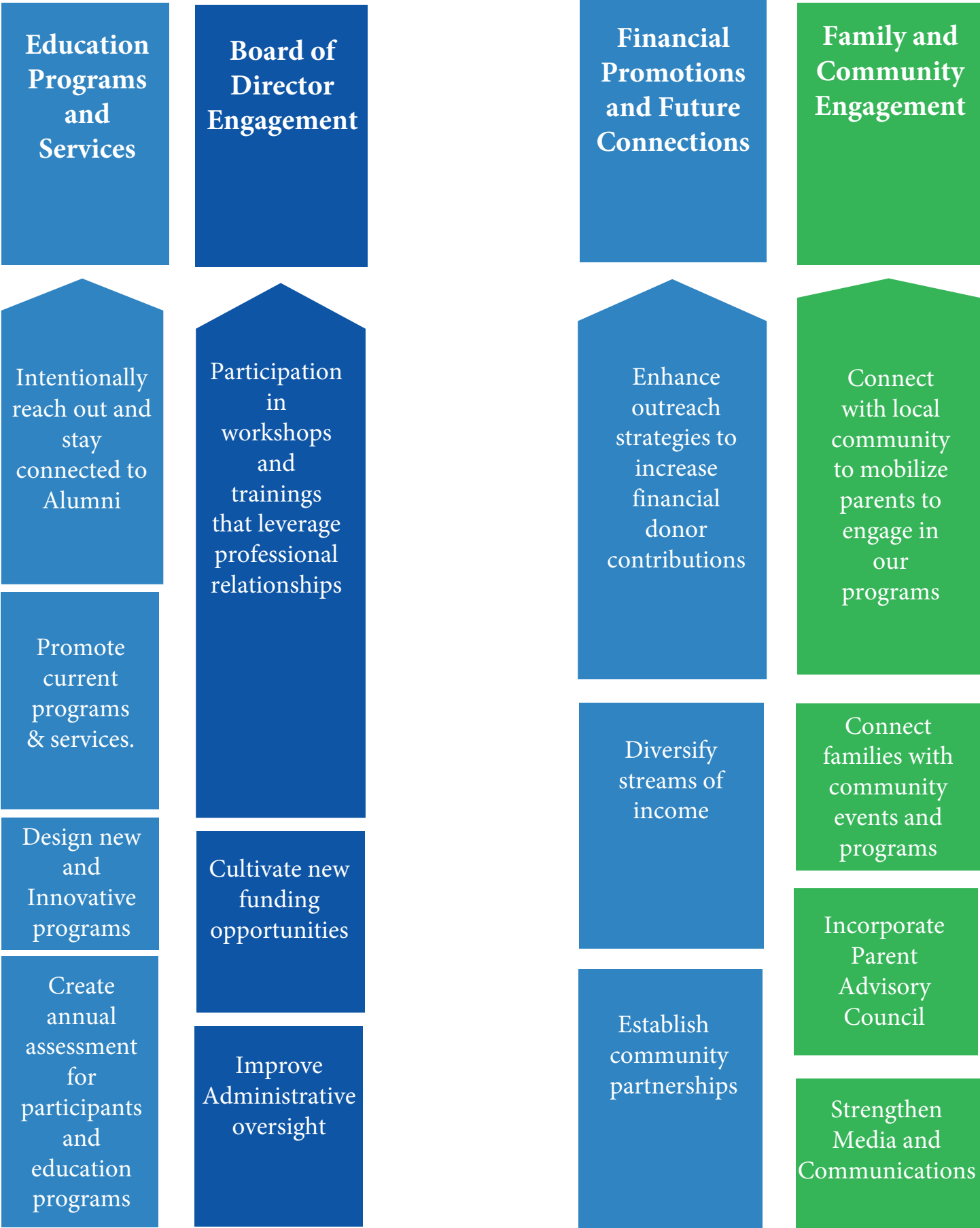
2021-2025: Implemented Paypal/online payment platform. Plan to establish community organization partnerships, board training, and annual fundraising events.



2017-2020: Undeveloped, unclear and disorganized strategy in the areas of missions, vision and core values has narrowed Eagle Empowerment Inc. focus to youth tours; limited vision and potential is reflected in an undeveloped administrative infrastructure, website and corporate community partnerships.

2021-2025: Revised mission, vision, core values, and website. Re-design administrative infrastructure.

STRATEGIES & STRATEGIC DIRECTIONS



Strategic Directions are broad directions organized by aligned strategies. They impact the future by using existing strengths and opportunities within the organization, and by overcoming the blocks to catalyze movement in the direction of the vision.

In order to address the blocks and contradictions and move closer to our shared vision, we intend to:

Education Programs and Services

Eagle Empowerment will improve its Education Programs and Services by intentionally reaching out and staying connected to alumni. Promoting current programs, while implementing new and innovative services. And, creating annual assessments for review and improvement.

Volunteer Programs and Activities

Eagle Empowerment will merge this strategic direction with Education Programs and Services, through creating awareness and promoting current education activities.

Board of Director Engagement

Board of Director engagement involves participations in workshops and trainings that leverage their professional relationships, cultivate new funding opportunities and improve administrative oversight.

Financial Promotions and Future Connections

Eagle Empowerment will enhance outreach strategies to increase financial donor contributions, diversify streams of income and establish community partnerships.

Family and Community Engagement

Eagle Empowerment will connect families with the local community to mobilize parents to engage in our programs, and community events. Incorporate parent advisory council in key decision making and program development. And lastly, strengthen outreach through media and communications.



Implementation

In order to put the plan into action during 2021-2025, Eagle Empowerment Board members could choose any one of the **four task groups** formed around each of the four strategy statements at the beginning of a new fiscal year. The task groups will be asked to determine a one year measurable accomplishment toward which they would spend each fiscal year working on to complete by end of year. Annual reports of accomplishments and measured outcomes will be submitted to the board by each task group at each annual board meeting between 2021-2025.

All task group work is to be determined collectively within each group.

Task groups are asked to meet regularly and to report out to the organization at quarterly board meetings as to their progress. The four task groups along with each initial one year measurable accomplishments are listed here:

Education Programs & Services

One Year Accomplishment: Develop and implement a plan for enhancing current programs and creating new programs & services.

Members: **Kevin Davis (Chair)**, Daisy Oliver, Veronica Oliver, William Walter Marshall

Board of Director Engagement

One Year Accomplishment: Develop and implement a plan to integrate and promote Board member engagement.

Members: **Anthony Buck (Chair)**, Carol Houston, Darrin Oliver, Veronica Oliver

Financial Promotions & Future Connections

One Year Accomplishment: Create asset map of local area and establish community partnerships. Apply to federal & states grants to diversify funding streams.

Members: **Carol Houston (Chair)**, Daisy Oliver, William Walter Marshall

Family & Community Engagement

One Year Accomplishment: Connect to students and families outside of church. Engage surrounding community and Chamber of Commerce.

Members: **Darrin Oliver (Chair)**, Anthony Buck, Kevin Davis



Stakeholders

Other Organizations:

Bethel Unspeakable Joy Church

Board of Directors (2021):

Carol Houston, CEO

Veronica Oliver, COO

William Walter Marshall, CFO

Kevin Davis, Director

Daisy Oliver, Director

Darrin Oliver, Director

Anthony Buck, Director



Strategic Plan Contributing Members:

Azadeh Myers, Nominated Board Member



Strategic Plan Developed & Facilitated By:

Daisy Oliver

Daisy Oliver Consulting, LLC

