



**Mentor Tutor Connection**  
Helping students achieve their potential and thrive

## 2022-2025 STRATEGIC PLAN



**T**wenty-five years after it was founded, Mentor Tutor Connection is changing the lives of hundreds of students each year by training and supporting community volunteers as tutors and mentors. We have created a community culture of connection and belonging that informs and propels our vision for future success.

MTC is grateful to all the members of the staff, the Board of Directors, and our stakeholders who contributed to this plan.

The following describes Mentor Tutor Connection's organizational compass — our mission, vision, values, and our focus areas for the next three years.

### OUR VISION

Young people in the Mountain View and Los Altos community will reach their potential and thrive.

### OUR MISSION

To enhance the academic, social, and emotional growth of students in our community through meaningful connections with adult volunteer mentors and tutors.

We do this by:

- recruiting, training, and supporting local volunteers to support students.
- working in coordination and partnership with school districts.

### OUR EQUITY AND INCLUSION STATEMENT

MTC's inclusive culture empowers all of us — students, volunteers, staff, and board of directors — to connect in authentic ways to fight all forms of bias and racism, promote belonging, and build community. We advance diversity and equity in all aspects of our work in order to enrich and strengthen our programs and impact. Our commitment and actions will demonstrate to every young person that they are respected and valued.

# FOCUS AREAS

1

## PROGRAMS

### Three-Year Vision for Success

1. Expanded programming and more students served through exploring new opportunities, determining the required resources to undertake those opportunities, and setting an appropriate target for growth based on new programming goals and new staffing.
2. A programmatic model based on relationships that delivers a “continuum of support” with new efforts focused on the social-emotional well-being of middle school students.
3. Focused K-8 academic program development through proven strategies and best practices (for example, Reading Fellows) to ensure quality and impact.
4. A mentee alumni program that enables us to communicate with, engage, and track our mentee alumni; measure our impact; and to tell the story of the long-term impact on the students in our mentor program.

2

## PARTNERSHIP AND COMMUNITY RELATIONS

### Three-Year Vision for Success

1. Strong working partnerships with school districts empower continuous program improvement.
2. Strong communication and cooperation with other youth-serving organizations better serve students through:
  - a. Understanding and communicating the different services offered in our community.
  - b. Sharing best practices across youth-serving agencies in the region.

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## MARKETING

### Three-Year Vision for Success

1. Annual marketing plans are regularly developed that include targeted communication / recruiting campaigns aimed at reaching current and new audiences with specific focus on communities aligned with our equity and program goals.
2. Marketing efforts are aligned with program strategy and have defined goals for social media, print, website, newsletter, recruitment sessions, etc. with measures and adjustments processes in place to insure progress to goal.
3. A volunteer recruitment strategy that reaches and retains diverse volunteers meeting our DEIB goals.

# 4

## FUNDRAISING

### Three-Year Vision for Success

1. A growing and reliable base of individuals and foundations who give annually.
2. New strategies and creative fundraising approaches secure the financial support for current programs and planned program and geographic growth, with all new programs accompanied by a fundraising plan.
3. Greater funding diversity with increased earned income.

# 5

## OPERATIONS AND INFRASTRUCTURE

### Three-Year Vision for Success

1. An integrated technology platform which enables us to support staff, donor, volunteer, and student management processes effectively, efficiently, and with a high degree of flexibility and maintainability.
2. Volunteer onboarding is as streamlined and automated as it can be given restrictions (e.g., district requirements).
3. A highly competent and motivated staff compensated based on market rate, performance, and longevity.
4. Staff growth (hours, number, compensation) is linked to program development and growth.

# 6

## DIVERSITY, EQUITY, INCLUSION, AND BELONGING (DEIB)

### Three-Year Vision for Success

1. A DEIB lens is used in every decision.
2. Our DEIB culture/statement is reflected in all of our focus areas:
  - Programs
  - Partnerships and Community Relations
  - Marketing/Recruitment
  - Fundraising
  - Infrastructure, Operations, and Staffing
3. A culture of inclusion and belonging is exemplified in inward and outward facing communications and activities (including newsletter, events, etc.).



MTC staff and board at the 2022 strategic planning retreat.



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