



STRATEGIC PLAN 2015-2020

Portable Practical Educational Preparation, Inc.

PPEP, Inc.
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Dr. John D. Arnold, CEO
Dr. Johnson Bia, CAO

PPEP, Inc. Long-Term (Strategic) Goals
2015 – 2020
Reviewed & Revised June 8, 2016

Dr. John David Arnold, Founder & CEO of PPEP
 Dr. Johnson Bia, Chief Administrative Officer for
 Education

GOALS, OBJECTIVES and Completion Dates	Sample Actions and/or Activities	Responsibility
<u>Goal 1</u>	Retain strategic advantage and differentiation for PPEP, Inc.	Lead: John D. Arnold
	PPEP will renew and retain its strategic advantages and differentiation as it prepares for the 2nd 50 years.	
<u>Objective 1.1</u>	Retain designation as Rural Service organization.	Responsibility
Completion Date:	1. Leverage resources to re-connect with and serve rural communities.	CEO & MT
Annual July 31, 2016	2. Incorporate PPEP history and philosophy into new hire orientation for all new employees.	
	3. Emphasize rural-service focus in official correspondence.	
<u>Objective 1.2</u>	Retain designation as Farmworker Service organization.	Responsibility
Completion Date:	1. Leverage resources to reconnect with and serve Farmworkers.	CEO & MT
Annual July 31, 2019	2. Emphasize farmworker services in official correspondence.	
<u>Objective 1.3</u>	Retain designation as CDFI Lending organization.	Responsibility
Completion Date:	1. Leverage resources to retain CDFI lending status.	CEO & MT
Annual July 31, 2019	2. Emphasize CDFI designation in official correspondence.	
<u>Objective 1.4</u>	Capitalize on PPEP, Inc. name recognition and successful track record.	Responsibility
Completion Date:	1. Serve as a convener on topics/issues of importance to community.	CEO & MT
Annual July 31, 2017	2. Take opportunities to network with like-minded organizations.	
	3. Share and publicize PPEP's successful endeavors.	
<u>Goal 2</u>	Ensure financial viability and stability through wise use of all resources	Lead: Barbara Coronado
	PPEP will ensure financial viability, stability and integrity of all programs.	
<u>Objective 2.1</u>	Review all PPEP programs/divisions for financial viability and projections.	Responsibility
Completion Date:	1. Monitor each program/division for revenue vs expenditures and timely "right-sizing."	MT & CEO
Annual August 31, 2019	2. Monitor performance indicators, if applicable, for trends and projections.	
	3. Develop a plan and monitor the use of Unrestricted Fund(s) generated through AzVA and other sources.	
<u>Objective 2.2</u>	Invest and re-invest into program growth, expansion or new projects based on viable business models.	Responsibility
Completion Date:	1. Establish business models for each program or project.	MT

Annual August 31, 2018	2. "Right-size" operations to reflect business operations and organizational goals.	
	3. Monitor finances on monthly, quarterly and annual basis.	
Goal 3	To enhance resource development and diversity of programs	Leads: Kari Hogan & Roxanna Gonzalez
	PPEP recognizes the need for attracting grants, donations and development of new and diverse programs.	
Objective 3.1	Establish a robust grant development and grant administration capacity.	Responsibility
Completion Date:	1. Identify a team of grant writers for pre-award capacity.	MT
Annual September 31, 2018	2. Establish a pool of project concepts based on PPEP needs/goals to match with solicitation announcements.	
	3. Ensure capacity-building for successful grant administration and completion.	
Objective 3.2	Establish a robust donation program.	Responsibility
Completion Date:	1. Establish a plan with PPEP Foundation to train Management Team members in donation solicitation.	MT
Annual September 31, 2019	2. Develop user-friendly donation options via web, social media, phone or traditional methods.	
Objective 3.3	Ensure PPEP offers diverse programs and services to meet constituent's needs.	Responsibility
Completion Date:	1.. Develop, modify or close programs and/or services based on needs	MT
Annual September 31, 2019	2. Continuously assess unmet needs of constituents and communities served	
Goal 4	Enhance internal collaboration and external partnerships	Lead: Johnson Bia
	PPEP recognizes the value of working as a team internally and partnering with like-minded individuals and organizations externally.	
Objective 4.1	Establish and foster inter-departmental collaborations, teamwork and communications.	Responsibility
Completion Date:	1. Each division/program identify multi-department projects and communication channels.	MT
Annual December 31, 2017	2. Establish multi-department project teams for current and new projects.	
	3. Establish multi-directional communication methods (oral, written, group, newsletter, etc.).	
	4. Invite guest speakers to unit meetings.	
Objective 4.2	Assess effectiveness of inter-departmental collaborations and teamwork.	Responsibility
Completion Date:	1. Project teams provide updates/reports to respective Division/Program CAOs.	MT
Annual December 31, 2017	2. CAOs provide updates/reports to PPEP Management Team on progress of inter-departmental teams and collaborations.	
Objective 4.3	Foster opportunities for community engagement.	Responsibility
Completion Date:	1. Become strategically engaged with key community individuals, groups, agencies and organizations.	MT

Annual December 31, 2016	2. Become active members of key organizations to further PPEP goals and mission.	
Objective 4.4	Develop robust external partnerships to further PPEP mission	Responsibility
Completion Date: Annual December 31, 2016	1. Identify key potential partners locally, regionally and globally. 2. Each CAO and Directors to serve on a community or professional committee, group, or organization. 3. Negotiate and enter formal arrangements with key partners to further PPEP mission.	MT
Goal 5	Keep pace with advances in technology for delivery of services and business operations	Leads: Johnson Bia & Robert Riggs
	PPEP recognizes the rapid pace of technological changes that impact delivery of services as well as the business operations of the organization..	
Objective 5.1	Develop and maintain an inventory of capital equipment and technological resources to maintain currency.	Responsibility
Completion Date: Annual October 31, 2016	1. Inventory all capital equipment and establish optimum replacement schedule. 2. Automate the inventory data system. 3. Develop a Technology Plan for the organization. 4. Establish replacement and upgrade schedule and criteria.	MT
Objective 5.2	Identify all funding sources (grants, contracts, donations, etc.) to support keeping pace with technology.	Responsibility
Completion Date: Annual October 31, 2019	1. Identify potential funding sources for all technology upgrades and acquisitions for current and future needs. 2. Where ever and whenever possible, build technology into grant applications and contracts. 3. Provide training for employees on security protocols.	MT
Goal 6	Establish a culture of continuous improvements	Lead: Marti Vargas
	PPEP values its employees and programs, and wishes to foster a climate for continuous improvement and success.	
Objective 6.1	Provide strategic professional development opportunities.	Responsibility
Completion Date: Annual October 31, 2018	1. Establish a calendar of professional development webinars, pod casts and workshops employees may take advantage of. 2. Explain resources for supervisory training for all managers. 3. Provide opportunities to share with colleagues the information learned at workshops and conferences.	MT
Objective 6.2	Update roles, responsibilities and performance reviews to encourage innovation and quality customer service.	Responsibility
Completion Date: Annual October 31, 2020	1. Update all job descriptions with KSA, roles and responsibilities with particular focus on innovation, teamwork and customer service. 2. Conduct periodic (annual) performance reviews with a focus on continuous improvement.	MT

	3. Identify need for cross-training of new and current personnel.	
	4. Conduct periodic review of compensation & benefits.	
Objective 6.3	Recognize employee achievements.	Responsibility
Completion Date:	1. Supervisors provide meaningful feedback and coaching in performance reviews.	MT
Annual October 31, 2015	2. Recognize and celebrate employee achievements within work units, programs and organization.	
	3. Recognize and celebrate innovation by individuals, units, programs, and/or teams to encourage continuous improvement and success.	
	4. Incorporate accomplishment/fulfillment of PPEP Strategic Plan goals and objectives into all Annual Performance Evaluations.	
Goal 7	Enhance strategic marketing and advertising	Leads: Jacob Herrington & Wayne Tucker
	PPEP will focus on enhancing its marketing and advertising initiatives based on effective return on investments.	
Objective 7.1	Analyze all current marketing and advertising efforts via traditional, web, and social media.	Responsibility
Completion Date:	1. Inventory all current marketing and advertising efforts.	MT
Annual October 31, 2016	2. Establish tracking mechanisms to monitor traffic.	
	3. Evaluate all marketing and advertising expenses against potential gains.	
	4. Explore all new options and research effectiveness with other users (including use of 30 seconds radio announcements).	
Objective 7.2	Publicize and celebrate PPEP's 50th Anniversary	Responsibility
Completion Date:	1. Establish a celebration steering committee	MT
Annual October 31, 2017	2. Identify and invite key stake holders	
	3. Highlight PPEP's rich history and accomplishments	
	4. Highlight PPEP's vision, mission and future	
	5. Celebrate with the community	
Goal 8	Optimize efficient use of all PPEP resources including properties and physical assets	Leads: Jacob Herrington & Barbara Coronado
	PPEP endeavors to optimize efficient use of all its operations and programs, including properties and physical assets.	
Objective 8.1	Optimize efficiency of operations.	Responsibility
Completion Date:	1. Invite employee ideas on energy-saving and suggestions for increasing efficiencies	Properties & MT
Annual December 30, 2019	2. Develop reference guides (desk manuals) in each unit to ensure continuity of operations	
	3. Establish departmental succession plans to ensure continuity of operations	
	4. Establish safety and emergency protocols in each division/program to minimize risk to persons and property	

Objective 8.2	Inventory all PPEP properties and physical assets for utilization.	Responsibility
Completion Date:	1. History and data on pattern of utilization.	Properties & MT
Annual December 30, 2019	2. Analysis of financial implications.	
	3. Establish project teams (task force) to review and make recommendations to Management Team.	
	4. "Right-size" adjustments (sell, lease, donate) to reflect current and projected realities.	
Objective 8.3	Update processes for capital projects and asset acquisition and disposition.	Responsibility
Completion Date:	1. Update and communicate criteria for prioritizing capital projects.	Properties & MT
Annual December 30, 2017	2. Establish formal guidelines for acquisition of assets.	
	3. Establish formal guidelines for disposition of assets.	
Goal 9	Enhance PPEP International Programs	Leads: John D. Arnold
	PPEP will review, optimize and enhance its International Programs to meet unmet needs internationally.	
Objective 9.1	Monitor extent of involvement in international projects.	Responsibility
Completion Date:	1. Establish an International Advisory Committee (made up of representatives of various countries or regions of continents) to advise the CEO and Board on extent of PPEP involvement in international projects.	CEO & MT
Annual December 30, 2019		
Objective 9.2	Optimize efficiency of international operations.	Responsibility
Completion Date:		CEO & MT
Annual December 30, 2019	1. Monitor commitment of resources and implications.	
	2. "Right-size" adjustments to reflect current and projected realities.	

1. Timeline/Schedule

Each program/division will review SWOT survey results and develop Short-Term and Long-Term Goals that meet the needs of the program/division as well as support the accomplishments of Short-Term (Immediate) and Long-Term (Strategic) Goals of PPEP, Inc.

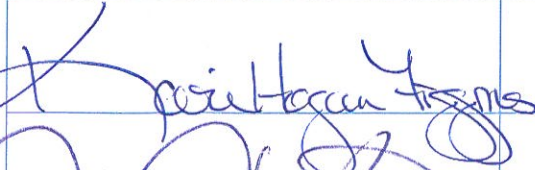
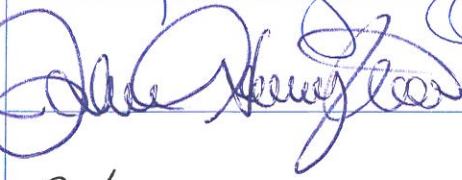
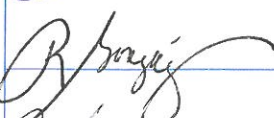

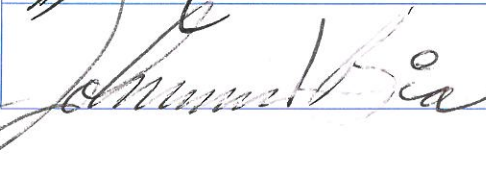
PPEP, Inc. acknowledges this will be an on-going process with periodic updates on progress. PPEP, Inc. adopts strategic planning as a part of its continuous quality improvement approach.

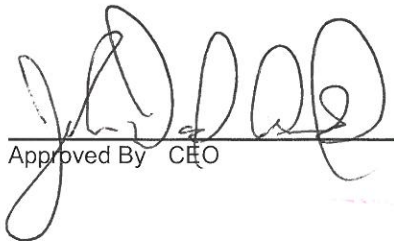
2. Implementation & Evaluation

PPEP, Inc. will ensure the Goals and Objectives of the Strategic Plan 2015-2020 are periodically reviewed through Quarterly Update reports from each Program/Division to the PPEP Management Team, and roles and responsibilities for accomplishing goals and objectives will be embedded in the annual Performance Evaluation process.

ADOPTION AND SIGNATURES OF PPEP APPROVALS

We, members of PPEP Management Team, approve the PPEP Strategic Plan 2015-2020 (as revised on June 8, 2016) and recommend its implementation.

Name of Management Team Member	Title	Date
	CAO	7/25/16
	Executive Director	7-25-16
	Executive Director	7/25/16
Marta A. Taylor	HR Director	7/25/16
Bonnie A. Conners	COO/Director of Fin.	7/25/16
Jay Diallo	Executive Director	7/25/16
	superintendent PTHS	7/25/16
	Chief Admin Officer for Education	7/25/16


 Approved By CEO
 Date 6/25/16


 Approved By Board Chair
 Date 8/16/16