



PPEP & AFFILIATES STRATEGIC PLAN 2024-2030

**MISSION: TO IMPROVE THE QUALITY OF RURAL
LIFE AT HOME & ABROAD**

PPEP, Inc.
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- Dr. John D. Arnold, CEO
- Gertha Brown-Hurd
- Edgar Granillo

PPEP, PMHDCS, and Affiliates Long-Term (Strategic) Goals
2024-2030

Goals & Objectives		RESPONSIBILITY
<u>Goal 1</u>	Retain strategic advantage and differentiation for PPEP, Inc. & affiliates	
	PPEP will renew and retain its strategic advantages and differentiation for the 2nd 50 years. at home and aboard.	
<u>Objective 1.1</u>	Retain designation as a Rural Farmworker & Vulnerable Population Service organization.	Responsibility
<u>Objective 1.2</u>	Retain designation as a Farmworker Service organization.	Responsibility
<u>Objective 1.3</u>	Retain designation as CDFI Lending organization.	Responsibility
<u>Objective 1.4</u>	Capitalize on PPEP, Inc. name recognition and successful track record.	Responsibility
<u>Objective 1.5</u>	Develop and sustain global development initiative	Responsibility
<u>Goal 2</u>	Ensure financial viability and stability through wise use of all resources	
	PPEP will ensure the financial viability, stability, transparency, clean audits, positive bottom line, meet contractual & legal compliances, and maintain integrity of all programs - at home and abroad.	
<u>Objective 2.1</u>	Review all PPEP programs/divisions for financial viability and projections.	Responsibility
<u>Objective 2.2</u>	Invest and re-invest in program growth, expansion, and new projects based on viable business models and available corporate oversight	Responsibility
<u>Goal 3</u>	To enhance resource development and diversity of programs	

	PPEP recognizes the need for attracting grants, donations, endowments, royalties, and the development of new and diverse programs. Always in consultation of those affected by the grant.	
<u>Objective 3.1</u>	Establish a robust grant development and grant administration capacity including using internal resources	Responsibility
<u>Objective 3.2</u>	Establish a robust donation program.	Responsibility
<u>Objective 3.3</u>	Ensure diversity of programs.	Responsibility
<u>Goal 4</u>	Enhance internal collaboration and external partnerships	
	PPEP recognizes the value of working as a team internally and partnering with like-minded individuals and organizations externally-at home and abroad.	
<u>Objective 4.1</u>	Establish and foster inter-departmental collaborations, teamwork, and communications.	Responsibility
<u>Objective 4.2</u>	Assess the effectiveness of inter-departmental collaborations and teamwork.	Responsibility
<u>Objective 4.3</u>	Foster opportunities for community engagement.	Responsibility
<u>Objective 4.4</u>	Develop robust external/internal partnerships to further PPEP's mission. Cultivate the use of volunteers and partnerships	Responsibility
<u>Goal 5</u>	Keep pace with advances in technology for delivery of services and business operations including comprehensive cyber security	
	PPEP recognizes the rapid pace of technological changes that impact the delivery of services as well as the business operations of the organization. Implement a	

	comprehension and awareness of internet security to protect the agency from hacking and other cyber-attacks.	
<u>Objective 5.1</u>	Develop and maintain an inventory of capital equipment and technological resources to maintain currency.	Responsibility
<u>Objective 5.2</u>	Establish replacement and upgrade schedules and criteria.	Responsibility
<u>Objective 5.3</u>	Identify all funding sources (grants, contracts, donations, etc.) to support keeping pace with technology.	Responsibility
<u>Objective 5.4</u>	Develop effective call-in and video conferencing ZOOM for board and staff meetings and training.	Responsibility
<u>Objective 5.5</u>	Develop effective distance learning compatibilities with students	Responsibility
<u>Goal 6</u>	Establish a culture of continuous improvements	
	PPEP values its employees, their diversity, and programs. Wishes to foster a climate for continuous improvement, success, job satisfaction, and to recognize these achievements.	
<u>Objective 6.1</u>	Provide strategic professional development opportunities.	Responsibility
<u>Objective 6.2</u>	Update roles, responsibilities, and performance reviews to encourage innovation and quality customer service.	Responsibility
<u>Objective 6.3</u>	Recognize employee achievements.	Responsibility
<u>Goal 7</u>	Enhance strategic marketing and advertising.	
	PPEP will focus on enhancing its marketing and advertising initiatives based on effective return on investments. Maintain current website the PPEP Rural Institute.	
<u>Objective 7.1</u>	Analyze all current marketing and advertising efforts via traditional, web, and social media.	Responsibility

<u>Objective 7.2</u>	Publicize and celebrate PPEP's & PMHDC's anniversaries to feature their accomplishments for that program year	Responsibility
<u>Goal 8</u>	Optimize efficient use of all PPEP resources	
	PPEP values its employees and programs and wishes to foster a climate for continuous improvement and success. Values inhouse upward mobility & retention of workers	
<u>Objective 8.1</u>	Optimized efficiency of operations.	Responsibility
<u>Objective 8.2</u>	Inventory all PPEP properties and physical assets of utilization.	Responsibility
<u>Objective 8.3</u>	Update processes for capital projects and assets acquisition and disposition.	Responsibility
<u>Goal 9</u>	Safety crisis preparation	
	Develop effective safeguards and protocols to prevent viruses and other infections, including COVID and evolving strains.	
<u>Objective 9.1</u>	Maintain & active safety officer position	
<u>Goal 10</u>	Emergency crisis supply	
	Develop effective responses to emergency food security and medical supply and equipment distributions at home and aboard such as in PSMA	
<u>Objective 10.1</u>		
<u>Goal 11</u>	International programs	
	Continued development, support, and oversight of international essential humanitarian programs- primarily on Africa and Mexico.	
<u>Objective 11.1</u>	Continued financial and technical support to programs aboard	

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 accomplishment of Short-Term (Immediate) and Long-Term (Strategic) Goals of PPEP, Inc. 2024-2030.

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

Implementation & Evaluation

PPEP, PMHDC, and Affiliates will ensure the Goals and Objectives of the Strategic Plan 2024-2030 are periodically reviewed through Quarterly Update reports from each Program/Division to the PPEP Executive / Management Teams, and roles and responsibilities for accomplishing goals and objectives will be embedded in the annual Performance Evaluation for all employees of PPEP.

Adoption and signatures of PPEP Approvals

We, members of the PPEP Management Team, approve the strategic plan and recommend its implementation.


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Name of Management Team Member	Title	Date


Approved by CEO

1/29/24
Date


Approved by Board Chair – PPEP

1-29-24
Date


Approved – by Board Chair PMHDC

1-29-2024
Date


Approved – by Board Chair PRBDC

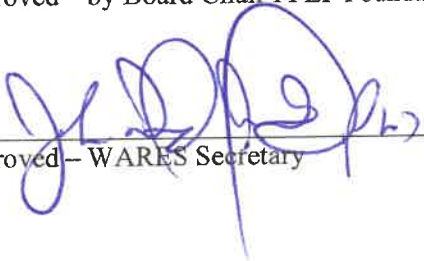
1-29-24
Date


Approved by Board Chair – FARS

1/26/24
Date

Approved – by Board Chair PPEP Foundation

Date


Approved – WARES Secretary

1/31/24
Date

