



Strategic Plan 2023

VISION

Upward Scholars imagines a future where adult immigrant students reach their full potential with the support of an engaged community.

MISSION

Upward Scholars provides **adult immigrants** the boost they need to **move up** the economic ladder through **education** and **career development support**.

To date, Upward Scholars has served over **1,200 adult immigrant students**.

GUIDING PRINCIPLES



EQUITY: We provide educational and career development opportunities for adult immigrant students, meeting them where they are on their journey, and helping them build a strong foundation.



INTEGRITY: We respect, value, honor, and accept each other and our community. We are transparent in our interactions and consider all voices in our decision-making.



COMMUNITY: We cultivate partnerships between diverse groups in the community to build a network of support for our students.

Strategic Priorities for 2023



Programs: Financial, Academic, Career Development, & Holistic

- Serve at least 400 students
- Provide computers & other technology to all students in need
- Support at least 30 TeacherUp early childhood educators
- Award \$100K in Safety Net Funds so students can continue to focus on their educational goals
- Establish a Student/Alumni Ambassador Council



Staff & Volunteer Development

- Hire the first-ever Development Director to help us scale our fundraising efforts
- Establish a Tutor Council to increase community engagement and student success
- Secure an office location



Fund Development, Marketing & Communications

- Raise awareness of our vast services with prospective students
- Share student impact stories with our community
- Drive impact and awareness by raising \$1.25M to support our mission and student outreach efforts



Board of Directors & Advisory Council Development

- Recruit & retain board members that reflect the students we serve and the community we engage
- Maintain one active alumni seat
- Revamp and establish new Advisory Council