F.L.C.R.C.

Family Life and Community Resource Center

2025–2030 Strategic Plan



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An Overview of FLCRC

The Family Life and Community Resource Center (FLCRC) 2025–2030 Strategic Plan translates seven organizational priorities into a five-year framework for sustainable growth, measurable community impact, and long-term organizational resilience. The plan builds upon FLCRC's established programs and services in crime-victim support, family empowerment, youth leadership, workforce readiness, community engagement, and organizational initiatives focused on strengthening and improving FLCRC's facility and infrastructure.

Strategic continuity. FLCRC confirms that every goal in the 2020–2024 Strategic Plan was successfully achieved. The 2025–2030 plan therefore represents a progression from organizational expansion and capacity building to sustainability, preservation, deeper community impact, workforce development, membership growth, and measurable long-term outcomes.

FLCRC's mission is "Building Better Communities by Building Stronger Families." The organization operates from 6,125 square feet within a 12,000-square-foot community facility in Richmond, Texas, located in a federally designated Opportunity Zone. The facility functions as a central hub for counseling, youth and family services, workforce development, community meetings, and emergency/disaster response.

Recent proposals document substantial organizational scale and capacity: more than 10,000 individuals served since 2012; more than 1,000 crime victims served; approximately 1,000 individuals and 328 families reached in FY 2025–2026; a multidisciplinary staffing model; a growing volunteer/service-learning network; and strong public, educational, nonprofit, employer, and civic partnerships.

Building on the Success of the 2020–2024 Strategic Plan

Plan closeout: FLCRC successfully achieved all eight goals established in its 2020–2024 Strategic Plan. Those goals created the organizational infrastructure, community relationships, program portfolio, facility capacity, and communications foundation that make the 2025–2030 priorities possible.

FLCRC Objective, Mission and Vision

Objective

To strengthen individuals and families by expanding access to education, workforce development, victim support, youth leadership, and family-centered resources while building FLCRC's organizational capacity, partnerships, facilities, and financial sustainability to meet the evolving needs of the community.

Vision Statement

"Building Better Communities by Building Stronger Families"

Mission Statement

FLCRC's mission is to equip individuals with the support services and resources needed to build a thriving community.

Strategic Position

- Community-based 501(c)(3) nonprofit founded in 2012, with service roots extending to earlier family-engagement activities in Richmond and Rosenberg.
- Community facility in a federally designated Opportunity Zone; 6,125 square feet used by FLCRC within a 12,000-square-foot facility.
- Fort Bend County Emergency Disaster Relief Site/Shelter support location, with emergency-response coordination and readiness functions.
- Core service continuum includes Finding Your GRIT crime-victim services, Crime Survivors Speak, Youth Ambassador Leadership Education (Y.A.L.E.), Summer Enrichment, Workforce Readiness & Career Pathways (WRCP), financial literacy, entrepreneurship, family support, and community outreach.
- Diversified funding and revenue model that includes public grants, foundations, corporate/private support, fundraising, facility revenue, and reserves.

Key Baseline Indicators

Indicator	Documented Baseline / Target	Strategic Use
Overall reach	10,000+ individuals served since 2012	Demonstrates scale, trust, and long-term community presence.
Crime-victim reach	1,000+ crime victims served; 134 in FY 2025–2026	Supports continued trauma-informed service expansion and outcome measurement.
Family reach	328 families served in FY 2025–2026; Anticipates 400-450 families annually	Supports integrated family stabilization, resource navigation, and engagement goals.
Youth leadership	235 students empowered through Y.A.L.E. over 10 years	Provides a foundation for leadership, service-learning, podcasting, and college/career expansion.
Volunteer/service learning	594 hours completed; Anticipates 600-900 hours and 16-20 youth-led service initiatives	Creates a measurable pipeline for Goal 1 and Goal 5.
Workforce readiness	CDBG proposal: 100 workforce participants annually; Lilly proposal: 300+ youth/young adults over five years	Supports scale-up of WRCP and work-based learning.
Community outreach	CDBG proposal: 500 community participants in one grant period; Lilly proposal: 5,000+ over five years	Provides the performance base for community and digital engagement.
Facility improvement	Proposed $241,000 infrastructure project: roof $106,000; pavement $70,000; generator $65,000	Defines capital priorities for safety, access, continuity, and disaster readiness.

Strategic Direction at a Glance

#	Strategic Goal	2030 Direction
1	**Retain and build a qualified and experienced personnel and volunteer network**	Stable, skilled staff; trained volunteers and interns; succession depth; measurable engagement and retention.
2	**Build an FLCRC membership base**	A structured membership and stewardship program that converts participants, donors, volunteers, alumni, and partners into sustained supporters.
3	**Repair and improve the facility structure**	Complete critical roof, pavement, and generator improvements while maintaining a safe, accessible, resilient community hub.
4	**Promote safety and supportive practices for crime victims**	Expand trauma-informed, healing-centered, culturally responsive services, advocacy, peer support, safety planning, and referral pathways.
5	**Enhance youth and family support services**	Integrate Y.A.L.E., Summer Enrichment, family engagement, financial literacy, entrepreneurship, resource navigation, and wellness supports.
6	**Educate and promote workforce readiness practices in the community**	Expand WRCP using the Explore → Prepare → Experience → Launch framework and advance Global Leaders Academy as an integrated education-to-career pipeline connecting project-based learning, leadership, international experiences, whole-child wellness, employer engagement, credentials, and postsecondary pathways.
7	**Captivate and engage the community through multiple social media platforms**	Build a coordinated digital communications system using social media, website, newsletters, podcasting, storytelling, and outcome-focused campaigns.

Five-Year Implementation Phases

Plan Year	Phase	Organization-Wide Focus
FY 2025–26	**Baseline & Stabilize**	Confirm baselines, clarify roles, strengthen systems, document outcomes, prioritize capital needs, and protect service continuity.
FY 2026–27	**Build & Launch**	Implement grant-supported expansion, staff/volunteer development, membership structure, facility projects, WRCP growth, and coordinated outreach.
FY 2027–28	**Full Implementation**	Operate programs at scale; deepen employer, school, faith, nonprofit, and civic partnerships; improve retention and member conversion.
FY 2028–29	**Optimize & Integrate**	Use performance data to improve quality, strengthen cross-program referrals, expand digital reach, and improve operational efficiency.
FY 2029–30	**Sustain & Scale**	Complete evaluation, institutionalize high-performing practices, diversify funding/revenue, develop succession depth, and prepare the next strategic plan.

Core Focuses of Our Strategic Plan

Legacy Framework: The Five C's

The prior strategic plan was organized around five interconnected core focus areas. These priorities remain relevant and continue to serve as cross-cutting principles that guide FLCRC's 2025–2030 Strategic Plan.

To prepare for the next phase of organizational growth, FLCRC's Board of Directors and staff participated in a series of strategic planning sessions to evaluate current programs and services, review community data, assess organizational capacity, and identify the present and emerging needs of the individuals and families we serve.

This planning process resulted in the development of a comprehensive **Five-Year Strategic Plan (2025–2030)** that reaffirms FLCRC's commitment to *Building Better Communities by Building Stronger Families*. The plan establishes a clear framework for strengthening organizational capacity, expanding programs and services, enhancing community impact, improving facilities and infrastructure, and securing the financial resources necessary to sustain FLCRC's mission.

The strategic planning process also advanced FLCRC's vision for long-term growth, including the launch of a **capital campaign to support the development of a new Leadership Academy** and future facility expansion.

At the foundation of the 2025–2030 Strategic Plan are **The Five C's**—five interconnected principles that reflect FLCRC's approach to organizational growth, community engagement, and sustainable impact:



2020–2024 Core Focus	2025–2030 Strategic Relevance
Community Outreach	Embedded in community engagement, social media, membership development, victim-service awareness, family programs, and workforce recruitment.
Connecting Families with Resources	Continues through coordinated family support, resource navigation, victim services, financial education, workforce pathways, and community referrals.
Collaborative Partnerships	Expanded across schools, colleges, employers, churches, public agencies, nonprofits, funders, emergency-response partners, and community organizations.
Community Safety and Wellness	Continues through trauma-informed crime-victim services, bullying prevention, health/wellness education, safe facilities, and emergency preparedness.
Cultural Awareness	Integrated through culturally responsive services, youth voice, global learning, inclusive engagement, and programming that recognizes participants' lived experiences.

2020–2024 Goals: Achievement and Strategic Continuity

The following crosswalk documents how the completed 2020–2024 goals carry forward into the new five-year plan. The "achievement/legacy" column combines FLCRC's confirmation of goal completion with operating capacity and program evidence reflected in later grant proposals.

2020–2024 Goal	Original Target / Project	Achievement and Legacy	2025–2030 Continuation
1. Recruit qualified personnel & volunteers	FLCRC Team Expansion; staffing, case managers, interns, volunteer re-engagement.	Achieved. The current model includes experienced multidisciplinary staff, licensed/certified professionals, defined program-management roles, volunteers and interns, with later proposals documenting more than 175 years of combined team experience.	Goal 1 shifts from recruitment to retention, professional development, volunteer growth, cross-training, and succession.
2. Expand to a larger facility	Family First: New Triumphs Capital Campaign; target 5,000–10,000 sq. ft.	Achieved. FLCRC purchased a permanent community facility in 2022 and now operates from 6,125 sq. ft. within a 12,000-sq.-ft. facility that also supports community partners and disaster response.	Goal 3 shifts from acquisition to preservation: roof, pavement, generator, safety, accessibility, preventive maintenance, and capital planning.

2020–2024 Goal	Original Target / Project	Achievement and Legacy	2025–2030 Continuation
3. Engage through multiple social media platforms	Social Media Engagement; FLCRC App, quarterly newsletters, Facebook, Instagram, Twitter, YouTube, surveys and digital campaigns.	Achieved. Digital outreach became an established operating strategy, including newsletters, surveys, social media, online engagement, website communications, and later youth podcast/digital workforce tools.	Goal 7 focuses on coordinated multi-platform storytelling, audience growth, conversion, podcast/video content, analytics, and digital stewardship.
4. Promote safety and justice for crime victims	Crime Victim Services and National Bullying Awareness Campaign; Finding Your GRIT, advocacy, healing, Parent Chats/Teen Talks.	Achieved. GRIT became a sustained core service with trauma-informed counseling, advocacy, case management, peer support, outreach, and coordinated referral pathways; later proposals report more than 1,000 crime victims served.	Goal 4 deepens safety, healing, individualized outcomes, Crime Survivors Speak, evidence-based practices, family/youth supports, and multi-agency coordination.
5. Provide youth and family-centered support	Y.A.L.E., Parent Seminars, Back-to-School Parent Chat, awards/scholarship banquet.	Achieved. Y.A.L.E. and signature family programs continued and expanded; later proposals document 235 youth empowered through Y.A.L.E. over 10 years, providing nearly $30,000 in scholarships and a broader Family Empowerment service model.	Goal 5 integrates youth leadership, Summer Enrichment, family stabilization, financial literacy, entrepreneurship, prevention, resource navigation, and year-round engagement.
6. Empower health and wellness	Summer Enrichment Camp; health/wellness campaign and Connection, Self-Regulation and Competency framework.	Achieved. Health, wellness, mental-health support, resilience, and prevention became integrated into FLCRC programming rather than remaining isolated activities.	Health and wellness are embedded across Goals 4 and 5 through trauma-informed care, social-emotional learning, family support, health/wellness education, and enrichment.
7. Collaborate and partner with other entities	Community Outreach Engagement; partnerships with schools, nonprofits, youth justice, cultural/ international and survivor organizations.	Achieved. FLCRC's partnership network expanded significantly and now includes county agencies, the District Attorney, schools, employers, colleges, churches, nonprofits, emergency-response partners, and community organizations.	Partnerships are now a cross-cutting implementation strategy supporting all seven goals, especially workforce, family services, victim services, membership, and outreach.
8. Transcend cultural tendencies	Diversity and Cultural Education; Social Justice Teen Talks, #StopTheSilenceAgainst Racism, HealTheVote, cultural responsiveness.	Achieved. Youth voice, cultural learning, civic engagement, international exposure, and culturally responsive approaches became part of FLCRC's engagement and service philosophy.	Cultural responsiveness is embedded across service delivery, youth leadership, victim services, workforce readiness, community storytelling, and partnership development.

2025-2030 Goals and Target Projects

#	Goal	Target Project(s)	Core Focuses
1	**Retain and build a qualified and experienced personnel and volunteer network**	FLCRC Team Expansion	
2	**Build a FLCRC membership base**	Membership Drive(s) Community Outreach Engagement	
3	**Repair and improve the Facility Structure**	Facility Maintenance & Expansion	
4	**Promote safety and supportive practices for crime victims**	Crime Victim Services & Crime Survivors Speak National Bullying Awareness Campaign Dakota Merriweather 5K	
5	**Enhance youth and family support services**	Summer Enrichment Camp, Parenting Seminars, Annual Back to School Parent Chat, Annual Banquet	
6	**Educate and promote workforce readiness practices in the community**	Youth Ambassador Leadership Education Program, Workforce Readiness Pathways, Internships, Scholarships & Awards Global Leaders Academy	
7	**Captivate and engage the community through multiple social media platforms**	Social Media Engagement Y.A.L.E. Podcast & Youtube Channel	

Community Outreach Connecting Families with Resources Collaborative Partnerships
Community Safety and Wellness Cultural Awareness

Goal 1: Retain and Build a Qualified and Experienced Personnel and Volunteer Network

Strategic intent: Build organizational capacity through a stable, qualified, accountable workforce and a reliable volunteer/intern pipeline that supports service delivery, compliance, program growth, and succession.

Objective	Priority Strategies	Key Measures	2030 Target
1.1 Staff retention & role clarity	Maintain updated job descriptions; annual performance goals; competitive compensation review; cross-train key functions; document operating procedures and grant responsibilities.	Annual retention rate; vacancies; time-to-fill; performance reviews completed; cross-training coverage.	Maintain ≥85% annual staff retention and documented backup coverage for every critical function.
1.2 Professional development	Provide annual training in trauma-informed care, grant compliance, data systems, youth protection, customer service, workforce development, technology, and leadership.	Training hours; credential renewals; compliance completion; staff self-assessment.	100% of staff complete annual core training; role-specific development plans maintained.
1.3 Volunteer & intern network	Create structured recruitment, screening, orientation, placement, supervision, recognition, and feedback processes; expand youth service-learning and professional volunteer roles.	Active volunteers/ interns; volunteer hours; retention; satisfaction; service projects.	Sustain ≥600-900 volunteer/service-learning hours annually and at least 16-20 youth-led service initiatives, with year-over-year growth in trained adult volunteers.
1.4 Leadership continuity	Develop succession and leadership-development pathways for Board, staff, program leads, youth advisors, interns, and high-performing volunteers.	Succession plan completion; internal promotions; leadership pipeline participation.	Board-approved succession framework and at least two trained backups for priority leadership/operations functions.

Five-Year Milestones

Plan Year	Milestone Focus
2025–26	Establish staffing/volunteer baseline, update role descriptions, document key procedures, and implement consistent performance tracking.
2026–27	Formalize volunteer/intern onboarding; conduct staff orientation and compliance training; align staffing to program and grant deliverables.
2027–28	Launch leadership-development and cross-training plans; strengthen volunteer recruitment with colleges, employers, and community partners.
2028–29	Use retention, workload, satisfaction, and performance data to refine staffing model and professional-development investments.
2029–30	Complete succession-readiness assessment and institutionalize annual workforce/volunteer capacity planning.

Goal 2: Build an FLCRC Membership Base

Strategic intent: Create a structured pathway for community members, alumni, parents, donors, volunteers, businesses, and partners to become sustained members, ambassadors, and investors in FLCRC's mission.

Objective	Priority Strategies	Key Measures	2030 Target
2.1 Membership structure	Define membership categories, benefits, annual contribution expectations, renewal process, and member code of engagement; connect membership to volunteerism, advocacy, events, and program support.	Membership framework approved; members enrolled; renewal rate; member participation.	Operate a formal membership program with ≥70% annual renewal by 2030.
2.2 Conversion pipeline	Invite program alumni, parents, volunteers, donors, event attendees, facility users, and partners to join; incorporate membership asks into registration, follow-up, newsletters, and events.	Invitations; conversion rate; member source; member participation by segment.	Build a diversified member base with no single source representing more than 40% of members.
2.3 Stewardship & engagement	Acknowledge contributions promptly; provide quarterly impact updates; host member briefings; recognize supporters at the Annual Banquet and through digital platforms; use annual feedback surveys.	Acknowledgment timeliness; newsletter engagement; event attendance; survey satisfaction.	≥90% member satisfaction and consistent quarterly engagement opportunities.
2.4 Membership-to-mission impact	Create member opportunities to mentor youth, support workforce activities, volunteer at events, assist with outreach, and provide professional expertise.	Member volunteer hours; referrals; sponsorships; mentoring; in-kind/professional contributions.	At least 50% of active members participate in one mission-supporting activity annually.

Five-Year Milestones

Plan Year	Milestone Focus
2025–26	Design membership concept, categories, value proposition, data fields, and member-stewardship standards.
2026–27	Launch founding membership campaign tied to FLCRC programs, volunteer network, Annual Banquet, and community partnerships.
2027–28	Introduce member briefings, referral incentives, alumni/parent engagement, and business/community membership options.
2028–29	Analyze member retention, giving, volunteerism, and participation; strengthen benefits and targeted communications.
2029–30	Institutionalize annual membership campaign and establish a member leadership/ambassador group.

Goal 3: Repair and Improve the Facility Structure

Strategic intent: Preserve FLCRC's community facility as a safe, accessible, resilient, and reliable hub for programs, partners, emergency response, and long-term organizational sustainability. This goal builds directly on the successful 2020–2024 facility expansion goal: the strategic emphasis now moves from acquiring space to preserving, strengthening, and maximizing the permanent facility.

Objective	Priority Strategies	Key Measures	2030 Target
3.1 Roof preservation	Complete roof repairs to prevent water intrusion, protect interior program areas/equipment, and extend facility life; maintain inspection and preventive-maintenance schedule.	Project completion; inspections; leaks/incidents; maintenance records.	100% completion of identified roof scope and annual documented roof inspection.
3.2 Pavement, access & safety	Repair/replace unsafe back parking and pavement areas; improve drainage, pedestrian movement, emergency access, loading/unloading, and event/disaster staging.	Pavement completion; safety incidents; accessibility observations; emergency-use readiness.	100% of identified hazardous pavement areas corrected and annual site-safety review completed.
3.3 Backup power & emergency readiness	Install and test backup generator; maintain operating procedures, fuel/maintenance plan, and emergency activation protocol.	Generator operational; test frequency; outage continuity; drill results.	Backup power operational and tested at least quarterly, supporting essential facility functions.
3.4 Capital maintenance system	Develop a five-year capital reserve/maintenance schedule for HVAC, electrical, plumbing, security, technology, furnishings, and exterior/ site needs.	Capital plan; reserve contribution; preventive maintenance completion; deferred maintenance.	Board-reviewed capital plan updated annually with declining deferred-maintenance risk.

Five-Year Milestones

Plan Year	Milestone Focus
2025–26	Document conditions, obtain estimates, establish project scope, funding strategy, and inspection/maintenance baselines.
2026–27	Complete highest-priority roof, pavement, and generator projects as funding and procurement allow.
2027–28	Conduct post-project inspection; address remaining accessibility, security, technology, and emergency-readiness improvements.
2028–29	Implement preventive-maintenance cycle and capital reserve strategy; review facility utilization and rental needs.
2029–30	Complete full facility condition assessment and develop the 2030–2035 capital improvement plan.

Goal 4: Promote Safety and Supportive Practices for Crime Victims

Strategic intent: Strengthen a coordinated, trauma-informed continuum that promotes safety, healing, empowerment, advocacy, peer support, family stability, and connection to longer-term education and economic opportunity.

Objective	Priority Strategies	Key Measures	2030 Target
4.1 Safe, accessible victim services	Maintain standardized screening/intake, safety planning, individualized intervention plans, flexible service hours, in-person/virtual options, confidentiality, and no-barrier referral pathways.	Individuals screened; victims served; service-plan completion; response time; accessibility.	Screen 140–160 annually and provide comprehensive services to up to 140 victims, subject to grant funding and demand.
4.2 Healing & empowerment	Provide licensed/certified counseling, case management, advocacy, TREM-informed interventions, peer support, Crime Survivors Speak gatherings, and optional faith-centered healing supports where appropriate.	Program completion; emotional well-being; coping/self-advocacy; peer-support participation.	Maintain ≥75% program completion target; pursue ≥75% reporting improved emotional well-being in multi-year healing initiatives.
4.3 Family & youth-centered supports	Integrate parents/caregivers, schools, mentoring, social-emotional learning, academic support, youth leadership, and service linkage for youth impacted by violence.	Family involvement; youth attendance; academic/social-emotional progress; referrals.	Document individualized youth/family outcomes and increase successful cross-program referrals each year.
4.4 Community safety network	Deepen referral coordination with law enforcement, District Attorney, CSS/CSSJ, schools, legal/community services, faith-based organizations, and emergency-response partners.	Active referral partners; referral completion; outreach events; partner feedback.	Host at least four crime-victim outreach/awareness activities annually and maintain an active multi-agency referral network.

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Five-Year Milestones

Plan Year	Milestone Focus
2025–26	Standardize service pathways, performance targets, and referral mapping; continue trauma-informed and peer-supported services.
2026–27	Expand coordinated GRIT/CSS services, outreach, family support, and healing-centered programming; strengthen data collection.
2027–28	Deepen school, community, legal, faith, and workforce linkages; use outcome data to refine service intensity and follow-up.
2028–29	Expand peer-leadership and survivor-engagement opportunities; strengthen sustainability and diversified support for victim services.
2029–30	Complete multi-year outcome review, document best practices, and establish the next-phase service and sustainability model.

Goal 5: Enhance the Youth and Family Support Services

Strategic intent: Provide an integrated, family-centered continuum that strengthens youth leadership, educational achievement, resilience, financial capability, family stability, and access to community resources.

Objective	Priority Strategies	Key Measures	2030 Target
5.1 Y.A.L.E. leadership & service	Expand leadership training, civic engagement, public speaking, mentoring, college/career exploration, volunteer service-learning, scholarships, and Youth Podcast activities.	Youth served; leadership growth; volunteer hours; projects; college/career exposure.	Serve at least 60 youth annually in structured leadership programming; sustain 16+ youth-led service initiatives when resources permit.
5.2 Summer & year-round enrichment	Provide STEM, robotics, AI, entrepreneurship, financial literacy, laboratory investigations, college visits, podcasting, Talk, Think & Create, and project-based learning.	Enrollment; completion; STEM/critical-thinking gains; participant satisfaction.	Serve at least 60 youth annually through Summer Enrichment and maintain ≥90% satisfaction/knowledge-growth goals.
5.3 Family stabilization & navigation	Provide family needs assessment, referrals, health/wellness education, educational advocacy, emergency assistance linkage, follow-up, and support addressing employment, education, transportation, and economic barriers.	Families served; referrals; barriers resolved; family satisfaction; stability goals.	Build capacity toward serving 450 families annually across FLCRC programs, with documented stabilization outcomes.

Objective	Priority Strategies	Key Measures	2030 Target
5.4 Prevention & family engagement	Continue parent engagement, Back-to-School Parent Chat, bullying/cyberbullying prevention, social media safety, workshops, community events, and school/community partnerships.	Workshops/events; family attendance; knowledge gains; school/partner participation.	Quarterly family/ community education opportunities and prevention/engagement events.
5.5 Integrated service pathway	Use intake, needs assessment, VSTracking, and cross-program referrals so families can access multiple services through one coordinated entry point.	Cross-referrals; service plans; follow-up; program completion; satisfaction.	100% of enrolled families receive needs-based navigation and documented follow-up when multiple needs are identified.

Five-Year Milestones

Plan Year	Milestone Focus
2025–26	Document youth/family baseline outcomes and integrate feedback into Summer Enrichment, Y.A.L.E., podcasting, and family support.
2026–27	Implement Family Empowerment service model; expand financial literacy, entrepreneurship, family navigation, and educational enrichment.
2027–28	Strengthen year-round youth programming, mentoring, scholarships, college/career exposure, and parent/caregiver engagement.
2028–29	Integrate health/wellness, prevention, workforce, and victim-service referrals more fully into family service plans.
2029–30	Evaluate multi-year family/youth outcomes and formalize the highest-impact program sequence for the next strategic cycle.

Goal 6: Educate and Promote Workforce Readiness Practices in ihe Community

Strategic intent: Build a visible, employer-connected workforce and education ecosystem that equips youth and adults with career awareness, employability skills, financial capability, work-based learning, credentials, and pathways to postsecondary education and employment, while advancing Global Leaders Academy (GLA) as an FLCRC-sponsored education-to-career pipeline.

Objective	Priority Strategies	Key Measures	2030 Target
6.1 Explore	Use RIASEC and other career-interest tools; conduct employer presentations, career exploration, college visits, and high-demand occupation awareness.	Assessments completed; career plans; employer/ college exposures.	50-100 workforce participants annually receive structured career exploration when
6.2 Prepare	Deliver communication, leadership, digital literacy, resume writing, interviewing, financial literacy, entrepreneurship, workplace expectations, and career planning.	Training completion; pre/post skill gains; resumes; mock interviews.	≥85% training completion and ≥90% improvement/knowledge-gain targets for core workforce participants.
6.3 Experience	Expand internships, job shadowing, volunteer service-learning, employer engagement, STEM experiences, simulations, and project-based learning.	Work-based placements; employer hours; participant feedback; employer satisfaction.	Year-over-year increase in work-based learning placements and active employer partners.

Objective	Priority Strategies	Key Measures	2030 Target
6.4 Launch	Connect participants to industry-recognized credentials, postsecondary education, employment, apprenticeships, workforce partners, and individualized launch plans.	Credentials; placements; postsecondary enrollment; launch plans.	300+ youth/young adults complete WRCP across the multi-year expansion period, consistent with submitted long-range proposal targets.
6.5 Employer & digital infrastructure	Convene Employer Advisory Council at least quarterly; use WRCP app/ digital tools for communication, resources, tracking, and engagement.	Council meetings; employer partners; app engagement; referrals.	Quarterly Employer Advisory Council meetings and a maintained employer/ workforce partner network.
6.6 Global Leaders Academy	Advance charter authorization and launch readiness; align GLA project-based learning, leadership development, international experiences, career pathways, whole-child wellness, and college/career planning with WRCP and Y.A.L.E.; build school, employer, higher-education, and community partnerships; and prepare enrollment, staffing, governance, facility, and evaluation systems.	Charter/authorization milestones; launch readiness; enrollment pipeline; curriculum and career-pathway alignment; partnerships; student leadership, wellness, and college/career outcomes.	GLA launched/implemented as authorized and operating as an integrated FLCRC education-to-career pathway, with phased enrollment growth toward 500 students by Year 6 and measurable leadership, wellness, and college/career outcomes.

Five-Year Milestones

Plan Year	Milestone Focus
2025–26	Finalize WRCP framework, career-pathway curriculum, employer engagement approach, and baseline assessments; refine the Global Leaders Academy model and use target-population feedback to strengthen leadership, project-based learning, international experiences, career pathways, and whole-child wellness priorities.
2026–27	Launch/expand Workforce Readiness Bootcamp, Employer Advisory Council, work-based learning, financial literacy, and entrepreneurship; advance GLA charter authorization and launch readiness, including curriculum alignment, governance, staffing, enrollment, facility planning, and employer/postsecondary partnerships.
2027–28	Increase internships/job shadowing, credential pathways, employer presentations, and college/workforce partnerships; launch or implement GLA as authorized and integrate WRCP, Y.A.L.E., project-based learning, leadership development, whole-child wellness, international experiences, and career pathways.
2028–29	Use employer, participant, family, and student feedback to optimize workforce training and GLA implementation; strengthen credentials, internships, employer-based projects, global learning experiences, wellness supports, and postsecondary outcomes.
2029–30	Document a scalable WRCP/GLA education-to-career model; expand GLA enrollment and career pathways in alignment with the long-term growth plan; and establish sustainability strategies for employer-connected workforce and school programming.

Goal 7: Captivate and Engage the Community through Mutiple Social Media Platforms

Strategic intent: Use coordinated storytelling, digital media, newsletters, website content, podcasts, and social platforms to increase awareness, participation, referrals, membership, volunteerism, fundraising, and trust. It is the next-generation continuation of the 2020–2024 social media goal, moving from establishing digital channels to using them strategically for measurable engagement, conversion, and storytelling.

Objective	Priority Strategies	Key Measures	2030 Target
7.1 Integrated communications calendar	Create an annual content calendar tied to programs, grants, signature events, victim-service awareness, youth achievements, workforce opportunities, membership, volunteers, fundraising, and facility/community updates.	Content cadence; campaign completion; cross-platform consistency.	Maintain a rolling 90-day content calendar and monthly campaign performance review.
7.2 Multi-platform reach & conversion	Use priority platforms such as Facebook, Instagram, LinkedIn, YouTube/video, website, email/ newsletter, and podcast channels with platform-specific calls to action.	Reach; engagement; update website & monitor traffic; registrations; referrals; donations; memberships.	Achieve annual growth in qualified digital engagement and track conversions, not just impressions.
7.3 Youth and community storytelling	Expand Y.A.L.E. Podcast and student-produced content; publish participant success stories, partner features, volunteer spotlights, and measurable impact narratives with appropriate consent.	Podcast episodes; stories; video views; shares; partner participation.	Maintain a regular podcast/storytelling schedule and feature all major program areas each year.

Objective	Priority Strategies	Key Measures	2030 Target
7.4 Outreach and public awareness	Use digital campaigns to support at least four victim-service outreach events, workforce recruitment, family workshops, resource fairs, Annual Banquet, prevention events, and community initiatives.	Event registrations; referral sources; campaign response; community reach.	Support 5,000+ cumulative community/ outreach contacts across the five-year period, consistent with long-range proposal targets.
7.5 Digital trust & stewardship	Publish quarterly impact/news updates; recognize supporters; maintain current website information; protect privacy and obtain releases/consent for stories and youth imagery.	Newsletter quarterly; content currency; consent compliance; donor/member engagement.	Four impact/newsletter updates per year, a statement of impact report, and documented communications/consent standards.

Five-Year Milestones

Plan Year	Milestone Focus
2025–26	Audit platform preparation and website updates; establish branding, consent, metrics, content categories, and baseline engagement data.
2026–27	Launch coordinated campaigns supporting participant recruitment, membership, workforce, youth, victim services, and fundraising.
2027–28	Scale Y.A.L.E. Podcast, video storytelling, partner amplification, and targeted audience campaigns.
2028–29	Use analytics to improve content mix, conversion pathways, website experience, and segmented donor/member communications.
2029–30	Document digital-growth results, institutionalize communications workflow, and set 2030–2035 digital engagement benchmarks.

Organization-Wide Strategic Performance

FLCRC should review the following scorecard at least quarterly. Program-specific measures remain as needed for funded activities; this scorecard provides a higher-level strategic view across the organization.

Goal	Core Key Performance Indicator	Review Rhythm	2030 Success Marker
1	Staff retention; training completion; active volunteers/ interns; volunteer hours	Quarterly/ Annual	Stable staffing; trained pipeline; ≥900 volunteer/service-learning hours annually as a program benchmark.
2	Members; renewal; member engagement; membership-source mix	Quarterly	Formal, diversified membership base with ≥70% renewal target.
3	Capital project completion; inspections; maintenance; generator tests	Monthly during projects/ Quarterly	Critical infrastructure completed; preventive-maintenance and capital plan functioning.
4	Victims screened/served; completion; well-being; outreach; referral network	Monthly/ Quarterly	High-access, trauma-informed continuum; grant-aligned service and outcome targets sustained.
5	Families/youth served; leadership growth; program completion; satisfaction; cross-referrals	Monthly/ Quarterly	Integrated youth/family model with measurable leadership, learning, stabilization, and engagement outcomes.
6	WRCP participation; skill gains; work-based learning; employer partners; credentials/launch outcomes; GLA authorization/ readiness; enrollment; education-to-career pathway implementation; leadership and whole-child outcomes	Monthly/ Quarterly	Employer-connected career pathway operating from Explore through Launch, with Global Leaders Academy integrated as an FLCRC education-to-career pipeline and progressing through authorized launch, growth, and outcome milestones.
7	Reach; engagement; referrals; registrations; podcast/content production; newsletter cadence	Monthly / Quarterly	Data-driven, multi-platform communications consistently producing awareness and conversion.

Implementation, Accountability and Continuous Improvement

- Board of Directors: Approve strategic direction, receive quarterly dashboard updates, oversee fiduciary and governance responsibilities, and review annual progress.
- Executive Director: Own organization-wide implementation, resource alignment, partnership development, sustainability, and cross-goal accountability.
- Program Leadership Team: Translate strategic goals into annual work plans, budgets, staff assignments, calendars, and grant-aligned deliverables.
- Program Coordinator/Manager & Data Function: Maintain VSTracking and related performance systems; verify data; coordinate surveys, dashboards, reporting, and quality assurance.
- Youth & Community Engagement Function: Coordinate recruitment, volunteers, community partnerships, Y.A.L.E., Summer Enrichment, outreach, digital engagement, and participant communications.
- Contracted/Professional Support: Use accounting, technology, web/graphic design, workforce trainers, evaluators, and other specialists where needed for quality and compliance.
- Quarterly Review Cycle: Compare actual results to annual targets; identify barriers; document corrective actions; review budget-to-actual performance; and adjust program strategies.
- Annual Strategic Review: At fiscal year-end, update baselines, confirm the next-year operating priorities, revise targets when supported by data, and document progress for stakeholders.

Sustainability Priorities

- Maintain a diversified funding portfolio across federal/state/county grants, foundations, corporate/private support, individual giving, membership, fundraising, facility revenue, and reserves.
- Protect unrestricted liquidity and use reserves strategically to bridge reimbursement timing and prevent service interruption.
- Align capital investments with facility safety, accessibility, disaster readiness, energy/operational resilience, and long-term asset preservation.
- Convert strong community satisfaction and program outcomes into deeper donor, member, volunteer, employer, and partner engagement.
- Document replicable program models, operating procedures, performance dashboards, and succession plans so organizational knowledge is not concentrated in one individual.

Looking Ahead: FLCRC's Path to 2030

The **FLCRC 2025–2030 Strategic Plan** represents the next stage of growth for the Family Life and Community Resource Center and builds upon the successful completion of every goal established in the 2020–2024 Strategic Plan. Those accomplishments strengthened FLCRC's organizational capacity, expanded its community presence, increased access to programs and services, and created a strong foundation for the organization's continued growth.

Over the next five years, FLCRC will focus on strengthening its personnel and volunteer network, developing a sustainable membership base, preserving and improving its community facility, expanding trauma-informed and supportive services for crime victims, enhancing youth and family empowerment programs, advancing workforce readiness and educational opportunities, and increasing community engagement through multiple communication and social media platforms. The continued development of programs such as **Finding Your GRIT, Crime Survivors Speak, Y.A.L.E., Summer Enrichment, Family Empowerment, Workforce Readiness and Career Pathways (WRCP), and Global Leaders Academy** will further connect youth and families to leadership development, education, career pathways, economic opportunity, wellness, and long-term stability.

Successful implementation of this plan will require continued collaboration among FLCRC's Board of Directors, staff, volunteers, youth leaders, members, donors, employers, educational institutions, government agencies, foundations, faith-based organizations, and community partners. FLCRC will use measurable outcomes, participant and stakeholder feedback, financial stewardship, and continuous quality improvement to evaluate progress and ensure that programs remain responsive to the evolving needs of the community.

By 2030, FLCRC seeks not only to expand the number of individuals and families served, but also to strengthen the systems, partnerships, resources, and opportunities that create lasting community impact. Guided by its vision, **"Building Better Communities by Building Stronger Families,"** FLCRC will continue investing in people, developing future leaders, supporting healing and family stability, preparing individuals for educational and workforce success, and creating pathways that enable communities to thrive for generations to come.

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