

VLC Strategic Plan 2023-2025

Mission Statement

We help children, youth and adults improve their literacy skills, including reading, writing, math, English and French language, and basic computer knowledge by providing tutoring and a variety of other programs.

Core Principles

Leader in literacy	Increase learner impact	Meet people where they are
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Organizational Values

Diversity, equity and inclusivity	Effective use of resources	Responsive to different communities' needs
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Strategic Plan

Focus Area	Goals	Key Programs/Projects
Overall		
Leader in literacy on the South Island	Fully subscribed programs	Outreach
		PR strategy
		Contracts
		Full use of office space
Internal strengthening	Succession planning	Targeted recruitment
	Continuing education	Training packages and support
Scale and adapt programs	Addressing identified needs in the community	Expand in-person and online programming, while continuing to address individual learning needs

Strategic Plan

Focus Area	Goals	Key Programs/Projects
Programs		
Support for children and youth	Targeting different populations	E-reading
		1:1 tutoring
	Addressing covid lag	Advantage tutoring
Support for adults	Targeting different populations	English language learning
		Family literacy
	Practical skills	Financial literacy
		Critical thinking and presentation skills
Fundraising		
Programming	Social enterprise	Digital capacity building
	Fee-paying services	Advantage tutoring
		On-demand learning
Private donors	Legacies and major gifts	Complete fundraising package
Corporate donors	Corporate social responsibility	Program sponsorship
		Fundraising opportunities
Fundraising	Community engagement through donations	Sponsored events
Grants	Increase number of larger grants	Grant donor sites
Marketing		
Community outreach	Developing more community support	PR strategy
Partner outreach	Collaborative projects through nurturing partnerships	Network coordination