



ED ENUF

THE DIVERSITY E-LEARNING PLATFORM

Diversity Strategic Plan
Module 8
Lesson 1

Drafting Your Diversity
Strategic Plan

Diversity Strategic Plan Example Draft

Mission

Mentoring college students and introducing them into the real world.

Vision

In three years, have a sustainable and diverse presence on 21 campuses.

GOALS & OBJECTIVES

Goal 1. Increase diversity of staff.

- 1.1. Ensure at least 20% of applicants for 'Intern Experience' are students of color beginning 1/1/22.
- 1.2. Establish multi-ethnic student staff program in each division by 8/1/22.
- 1.3. Ensure all directors complete D3 training by 8/1/24.
- 1.4. Establish presence on at least six more HBCU's and/or Latino campuses by 8/1/24.

Diversity Strategic Plan Example Draft (Cont.)

Goal 2. Sustain, recruit and train staff.

- 2.1. Create organization-wide training plan for staff by 10/1/21.
- 2.2. Develop creative recruitment plan by 10/1/21.
- 2.3. Ensure 50% of full time directors attend personal and professional enrichment experiences by 8/1/23.

Goal 3. Ensure ministry growth.

- 3.1. Develop baseline expectations for staff by 8/1/21.
- 3.2. Establish annual recruitment strategy for implementation by 8/1/21.
- 3.3. Identify the top three to five schools in each region to target for program startup by 10/1/21.
- 3.4. Develop and implement next steps to begin startup at agreed-upon schools by 5/1/22.

Diversity Strategic Plan Example Draft (Cont.)

Goal 4. Ensure financial health.

- 4.1. Develop and distribute annual marketing plan to raise funds & visibility by 8/1 of each year.
- 4.2. Establish best practices for sustainable funding model by 6/15/21.
- 4.3. Develop comprehensive funding plan to raise at least \$300,000 annually for seed money by 9/15/21.
- 4.4. Create diverse national committee by 1/1/22.
- 4.5. Create strategy to increase alumni investment by 1/1/22.

Goal 5. Enhance student leadership.

- 5.1. Create task force to explore ways to increase male leadership by 7/1/21.
- 5.2. Finalize metrics for student leadership teams by 8/1/21 and implement it in a timely manner.
- 5.3. Finalize portraits of mentored graduates by 9/1/21.