**Pathways, Inc. Strategic Plan**

**Redefine MCUM’s purpose and target audience**

* + Create new name, mission, vision, values/principles for the agency.
	+ Prepare a proposal for rebranding the website, merchandise, and media.
	+ Develop a marketing strategy to explain purpose and name change to donors and partners.

**Integrate the two major activities of the agency: Your Path (YP) and Compass**

* + Consult with EMPath for advice.
	+ Conduct personnel review (both paid staff and volunteers) to determine adequate staffing.
	+ Develop transition strategy.
	+ Develop and implement an evaluation plan to determine effectiveness of the integration.
	+ Focus on relationship building with stakeholders (donors, staff, participants, volunteers)
	+ Develop a proposal for a communications strategy to: (a) Expand presence and involvement in the community, (b) strengthen partnerships with community agencies and programs; (c) recognize and engage stakeholders.

**Improve access to high quality early childhood education**

* + Explore sponsorship program including cost.
	+ Explore barriers to accessing Compass.
	+ Build business model for constructing an infant room.