

Strategic Plan 2024-2027

Pathways to Educational Equity



Mission

Bridge the Gap provides comprehensive educational, social, and emotional resources to underserved students in Marin City and Southern Marin. Our goal is to ensure that all students graduate high school and achieve their greatest potential through college completion or other pathways to economic sustainability and independence.

Introduction

At the core of Bridge the Gap's mission lies the preparation of youth for success in academics and life. Our comprehensive programs, spanning from transitional kindergarten through college, emphasize the importance of early intervention and nurturing learning environments. We provide a range of services, including school-day interventions, tutoring, college access support, and enrichment activities, all grounded in strong student-staff relationships.

This three-year strategic plan outlines Bridge the Gap's commitment to advancing educational equity and supporting underserved students in Marin County. Through five strategic pillars, we aim to prepare youth for success, lead for equity, ensure long-term organizational growth and sustainability, foster a desirable work environment, and deepen community relationships. The goals for each pillar provide a roadmap for action to achieve our mission. Upon approval by the Board, this strategic plan and its goals will serve as the organization's north star in implementation and execution, guiding our efforts to make a lasting impact on the students and communities we serve. The implementation plan to be developed by the Executive Director and her staff will develop the activities and timeline for each of the goals within each pillar. Staff will maintain and share key metrics and outcomes for all BTG programs via program dashboards with the Board of Directors regularly.



BTG programs ensure students receive support to improve their literacy, numeracy, critical thinking and social-emotional skills. We utilize our resources to employ the latest research-based curriculum and instructional strategies to meet the needs of all students. At the same time we understand the importance of cultural competence, and supporting the emotional and social needs of students so that they can bring their best and whole selves to the challenges of academic growth.

Pillar 1 Goals

- Foster a safe and nurturing environment to facilitate social-emotional wellness.
- Drive academic growth and support all students to be college-eligible.
- Ensure abundant enrichment opportunities for youth.
- Continue to support BTG students to graduate from high school.
- Increase the number of students entering viable postsecondary pathways, without incurring significant debt.
- Increase the number of students completing college and other post-secondary options.
- Recruit and retain a diverse workforce and volunteer corps.



Bridge the Gap has a rich history as a model and champion for educational equity in Southern Marin, and is now ready to expand to serve more students in other marginalized communities within Marin County. BTG is proud to be one of the equity focused organizations in Marin County, partnering for collective impact. By collaborating closely with schools, districts and community partners, we leverage resources to support underserved students effectively. Aligning our work with school staff and programs optimizes efficiency and strategic impact.

Pillar 2 Goals

- Serve more students who data shows are demonstrating low educational outcomes.
- Serve more than one underserved and marginalized community within Marin County.
- Increase the board's knowledge about educational equity in all of Marin County.
- Increase the leadership and visibility of Bridge the Gap staff within Marin County.



Diversifying funding sources and strengthening revenue segments are crucial for long-term sustainability. Fundraising strategies need to be set annually and include outreach to major donors, increasing the number of major donors, and increasing our donors from government and business sources. BTG events are planned to raise our visibility in Marin County and attract new donors.

Pillar 3 Goals

- Deep engagement with the Community Council.
- Grow all segments of fundraising.
- Solidify best practices for all advancement and fiscal procedures.
- Increase corporate engagement with BTG



Bridge the Gap recognizes the importance of cultivating a supportive work environment staffed by highly qualified individuals from diverse backgrounds. Competitive compensation, professional development opportunities, consistent feedback, and a focus on social-emotional wellness are essential components of our organizational culture.

Pillar 4 Goals

- Foster trust and community among all staff members.
- Excel in staff engagement and retention.
- Provide ongoing professional development for all staff members.
- Offer a competitive compensation and benefits package.



We recognize the primary importance of strong connections with the families of the students we serve. Strong partnerships with schools, districts, and community stakeholders are also integral to fulfilling our mission. We also prioritize engagement with donors, volunteers, and the philanthropic and business communities.

Pillar 5 Goals

- Cultivate meaningful partnerships with schools and districts.
- Continue high level of engagement with community based organizations.
- Build strong relationships with post-secondary institutions.
- Enhance engagement with families.

Conclusion

Bridge the Gap is committed to advancing educational equity and ensuring that all students have the support they need to succeed. Through the strategic pillars outlined in this plan, we will continue to make a meaningful impact in Marin County and beyond. Together, we can empower all youth to achieve their greatest potential.