

WORKING DRAFT

Strategic Overview

The following outlines the framework for Unform Your Bias™ to grow its reach and impact significantly over the next 36 months.

Purpose Statement: *Unform Your Bias™ exists to provide tools to overcome bias and collectively reduce the amount of it in the world.*

We are on a mission to teach the world to include.

History/Progress

- ❖ Founded in December, 2016.
- ❖ Received 501 (C) 3 Designation in March, 2017. (Federal and State)
- ❖ Developed Strategic Plan Overview
- ❖ Identified key Milestones and Projects for each Strategic Initiative
- ❖ Identified recruiting needs for Volunteers, Sr. Board Members, Working Board Members and the Volunteer needs for each Strategic Focus Committee
 - The work was developed by a Start Committee and several Special Focus Groups (for each Initiative) consisting of >20 people, during the months of June – October, 2017.
- ❖ A Special Focus Group of experience designers, familiar with the available EDGES™ tools, assembled in Boulder, Colorado in September, 2017. Together, they designed the Community Outreach Collaboration Circle Experiences.
- ❖ Facilitator's Guides are in design, now.

Short Term Timeline

- ❖ Web-based Volunteer recruitment will begin in October, 2017.
- ❖ The Strategic Projects will be integrated into (e)Map™ for easy Volunteer management.
- ❖ Logo design will begin in November, 2017.
- ❖ Research "Message in the Music" Social Media campaign and timeline Roll-out during November, 2017.
- ❖ In November-December, 2017, we will begin to spread awareness as a strong basis for the progression of our Marketing and Fundraising Strategic Initiatives.
- ❖ We will hold our first Board of Director's meeting in January, 2018.
 - Senior Board Members will meet monthly thereafter.
 - Working Board Members will meet monthly with their committees and join the Senior Board Members in their meeting, every other month.

Community Outreach

- ❖ *Engage citizens with different viewpoints in Collaboration Circles, within their communities to tackle challenges, together*
- ❖ *Teach Collaboration Circle participants to unform their biases and work together to solve the problems their communities face*
- ❖ Community Outreach Short Term Touch-points:
 - 4Q, 17
 - Finalize 4 Pilots for Collaboration Circles and arrange their media coverage
 - 4Q, 17 - 1Q, 18
 - Train Facilitators
 - Begin Pilots
 - *Each will run for several weeks while we evaluate the experience and determine what changes need to be made*

Education

- ❖ *Offer curriculum at all levels to teach school age children to prevent bias formation, and seek peaceful resolution without violence or bullying*
- ❖ *Teach Teachers how to build skills for collaboration, influence and problem solving in themselves and their students*
- ❖ Education Short Term Touch-points:
 - 1Q, 18
 - Finalize 4 Pilot locations with varying demographics as Partner School Districts
 - Recruit our Education curriculum design team members (Spring, 2018)
 - 2Q, 18
 - Begin Design of Education Experiences for grades 2-6
 - 3Q, 18
 - Implement a staggered Roll-out plan to begin classes in some of the schools within each Partner School District

Long Term Critical Strategic Initiatives:

1. **Marketing** – We will develop and execute social marketing; public relations and brand development to build an international brand awareness and support Fundraising

Goal: Build a community of >100,000 followers within 36 months

Oversight: VP Marketing/Brand Development to sit on Board of Directors
Working Board Directors: Director of Web Development; Director of Social Media

a. Milestone: *Social Media*

- i. **Goal:** Gain a strong social media presence with >5000 Followers by end of 2018; >20,000 by end of 2019
- ii. **Recruitment:** Secure a team of at least 7-10 volunteers to oversee content development and distribution

b. Milestone: *Public Relations/Media Coverage*

- i. **Goal:** Enable media coverage within each geographic region in which Collaboration Circles are taking place in the community; gain National media coverage for Roll-out of education efforts (Integrate with social media)
- ii. **Recruitment:** NA – Social Media people identified above will coordinate Press Releases

c. Milestone: *Brand Development*

- i. **Goal:** Create professional brand with logo, collateral and letterhead for communication, continuing to upgrade the look as funds become available
- ii. **Recruitment:** Outsource

2. **Fundraising** – Determine best methodologies for building a consistent income to support development and research

Goal: Begin immediately to build to annual revenues of >\$500k by 2020

Oversight: VP, Fundraising to sit on Board of Directors

Working Board Directors: Director of Events; Director of Donor Relations

a. Milestone: Donor Recruitment

- i. Goal: Establish a diversified base of donors consisting of different types of individuals and organizations with various donor methods and programs, (I.e. annual giving, special programs, etc.)
- ii. Recruitment: 1 Volunteer to work with Marketing Committee to integrate the interest of donors with social media

b. Milestone: Corporate Sponsor Program

- i. Goal: Build meaningful, sustainable corporate sponsor relationships for financial support and/or the opportunity to advertise for donors, recruit volunteers and widen reach
- ii. Recruitment: 1 Research Volunteer; 2 Volunteers for Corporate Fundraising
 1. Sponsors may include:
 - Wal-mart
 - Walton Foundation
 - Sam's Club
 - Tyson Foods
 - JB Hunt Transport
 - McCormick
 - Starbucks
 - *Note: all companies listed are companies with whom we have relationships at the decision making levels. Additionally, private donors will be fostered from the executive leadership ranks at these companies*

c. Milestone: Grant Writing

- i. Goal: Build an ongoing program to research, submit and win grants from charitable foundations
- ii. Recruitment: 2 Volunteers with Grant Writing Experience

d. Milestone: Fundraising Events

- i. Goal: Build a diversified program of events to drive funding
Recruitment: 2 Event Project Manager Volunteers with Fundraising events planning experience and additional people to assist in “go do” as events are defined. (Integrate with Marketing)

3. **Community Outreach** – Determine methodology to develop, implement, grow and sustain community outreach efforts

Goal: Expand reach to 5 M participants by 2022

Oversight: Recruit 1 VP, Community Outreach

Working Board Directors: Director, Community Operations; Director, Facilitator Relations and Training

See Addendum 1 for Objectives by Meeting

a. **Milestone: Pilot**

- i. **Goal:** Identify 1-2 Pilot groups for each type of Collaboration Circle and the Facilitator Teams for each group (Civic/Church; Community Leadership; Colleges/Universities)
- ii. **Recruitment:** Will Roll-out Phase 1 with current team, beginning in 4Q, 17; Continue to recruit Pilots and Facilitators. Recruit Coordinator for Phase 2

b. **Milestone: Community Experience Design**

- i. **Goal:** Utilize Pilot Programs to tweak design of experience and the resources supporting them, enabling curriculum to become commoditized for use within a greater reach
- ii. **Recruitment:** Will begin with current team and shape with Board Oversight

c. **Milestone: Community Expansion**

- i. **Goal:** Introduce UYB to build interest in communities outside of Phase 1 Pilot, to move into and support Phase 2, and to enable higher touch, higher visibility
- ii. **Recruitment:** TBD

4. **Education** – Determine best methodologies for building and distributing age specific children's curriculum to teach children the skills for inclusion

Goal: Develop comprehensive plan to design and distribute age specific curriculum Pre-K through 12th grade to 5,000 districts by 2020

Oversight: Recruit VP Education, a highly accomplished educator to provide guidance, vision and review

Working Board Directors: Director, Educational Programming; Director, Research

See Addendum 2 for Focus by Grade

a. **Milestone: Pilot**

- i. **Goal:** Identify 4 School Districts to become Partner Districts through the Pilot phase across different demographic areas and develop the specific Roll-out plan for the implementation and the evaluation of the work (Urban, Suburban, Mid-Size City, Small Town, Rural and 2-3 Preschools within those communities)
- ii. **Recruitment:** Pilot Districts; Education Project Manager

b. **Milestone: Education Experience Design**

- i. **Goal:** Develop age specific curricula for Roll-out to Pilots, evaluate and adjust as needed for larger distribution
- ii. **Recruitment:**
 1. Team of 4-5 Teachers for paid Summer, 2018 work to design Grades 2-6; (Anti-bullying) Roll-out to Pilots in Fall, 2018
 2. Team of 2-3 Teachers for paid Fall, 2018 work to design Pre-K to Roll-out to Pilot Schools in January, 2019
 3. Team of 6-8 Teachers for paid Summer, 2019 to design Grades 1-2 (Love and Kindness) and 7-12 (Productive Resolution and Influence Skills) to Roll-out in Fall, 2019
 4. Team of 3-4 Administrators to develop Parent Program during Fall, 2019, for Roll-out through PTO's in January, 2020. Consider offering a condensed version of Community Outreach to Parents through PTO

c. **Milestone: Research**

- i. **Goal:** Develop comprehensive research plan to show short term and long term progress in desired behaviors in school and out of school
- ii. **Recruitment:** Educational Researcher (Board then may hire)

d. **Milestone: Education Expansion**

- i. **Goal:** Introduce UYB curricula at state level for adoption by 2020. In 2021, tap into private school options
- ii. **Recruitment:** TBD

5. **Administration** – Oversee administrative work

Goal: Stay compliant and fiscally responsible.

Oversight: Recruit VP Administration, preferably an Attorney or Tax Accountant to oversee Finance and Legal

a. **Milestone:** **Legal Compliance Risk Mitigation and Financial Reporting**

- i. **Goal:** Ensure that UYB organization operates with fiscal responsibility towards a budget in ways that comply with all IRS guidelines and mitigates risk.
- ii. **Recruitment:** 1 Volunteer to research legal and assist with administrative functions; As revenues grow, will recruit a Volunteer with a Financial background who could join board as volume grows

Addendum 1: Community Experience Core Objectives by Meeting

Meetings are 1.5 hours, every other week. Enrollment will be on-line and cost \$20

- Meeting 1: Understand Bias and the Role it Plays in our Lives
- Meeting 2: Uncover and Understand Your Own Biases
- Meeting 3: Unform Your Biases
- Meeting 4: Help Others Unform their Biases
- Meeting 5: Identification of Group Challenge to Solve
- Meeting 6: Brainstorm Options for Solutions
- Meeting 7: Evaluate Options for Solutions
- Meeting 8: Develop Solution and Implementation Plan

2017-2020

Addendum 2: Education Core Focuses by Grade and order of Roll-out

Curricula will be delivered in different ways. Upon entry, students will not have had previous education regarding. Some change will be planned as time expands for Districts or state. Shaping is still very moldable by Pilot partners for necessary adaptations and focus adjustments.

Rolling in Fall, 2018 (*Teacher training will start in fall; classes will likely start later)

NOTE: All grades will receive a component of anti-bullying within the curricula.

- Grade 2-3: Choose Kindness; Show Love not Hate
 - Support with Kindness Assembly
 - Frequency – weekly
 - Taught by: Teachers/Aides
- Grades 4-5: Backdown Bullying in Yourself and Others
 - Support with scheduled In-Class Role-Plays; address social media
 - Frequency – weekly
 - Taught by: Teachers/Aides
- Grade 6: Productive Conflict Management (bullying segments to address social media)
 - Support with required interactive workshops
 - Frequency – every other week
 - Taught by: Teachers/Counselors

Rolling in January, 2019 (*Teacher training will start in January; classes will likely start later)

- Pre-K: Kindness is Cool
 - Frequency – TBD
 - Taught by Teachers

Rolling in Fall, 2019 (*Teacher training will start in fall; classes will likely start later)

- Grade K-1: Kindness is Cool; Celebrate Differences
 - Support with Scheduled Celebrations and Games
 - Frequency – weekly
 - Taught by Teachers/Aides
- Grade 7-8: Collaborative Problem Solving
 - Support with problem solving groups
 - Frequency – monthly
 - Taught by Certified Business Leaders
- Grade 9-10 Influence Inclusion and Peaceful Resolution
 - Support with required course and extra credit for community involvement
 - Add curricula to required history courses to offer discussion about differences and inclusion over time, with an emphasis on how we are more alike than different
 - Frequency – as course fits into schedule
 - Taught by Teacher
- Grade 11-12 Connecting with and Leading Civic Based Inclusion Efforts
 - Support with optional internship
 - Frequency – as internship can fit into schedule
 - Taught by Community Leaders