



preface

Equality Through Education...
With A Multilingual Twist!

2020 Strategic Plan

LITERACY • COMMUNITY • OPPORTUNITY



Our Mission:

Preface's mission is to create equality through education and early childhood literacy – with a multilingual twist!

Our Vision:

With nearly 2/3 of young children in America not reading English proficiently by the third and fourth grades, Preface's vision is to empower every community to tackle the growing childhood illiteracy crisis early and effectively. Our innovative model trains high school student "Ambassadors" to work with struggling young students in small group reading sessions to bridge language comprehension gaps.

Leveraging educational best practices, Preface's highly scalable model of relational engagement complements the work of existing community organizations and academic leaders to maximize literacy gains while mitigating learning losses. Ultimately, our vision is a future where every child has the educational foundations to thrive – and where students who look like, speak to, and actively live the experiences of their own communities serve as beacons of hope for the next generation.



Goal 1: Create Lifelong Literacy Impacts

Preface aims to transform educational trajectories by bringing young children from illiteracy to proficiency in quantifiable ways.

Strategy 1: Connect with diverse educational leaders to create tailored community variations on the core Preface Model.

Strategy 2: Embrace continued technological and educational innovation, especially within adolescent age communities and mediums.

Strategy 3: Enhance in-school libraries through resource gifts, developing supplemental literacy initiatives alongside school partners.



Goal 2: Impact the National Conversation

Preface aims to inject fresh perspectives into early childhood education paradigms, mainstreaming multilingual mentorship.

Strategy 1: Establish Preface Partnerships in all 50 states, as well as international outposts.

Strategy 2: Broaden awareness of the Preface mission and its impacts through traditional and new media channels.

Strategy 3: Publish periodic academic insights and policy recommendations informed by Preface experience.



Goal 3: Inspire Innovation in Other Arenas

Preface aims to catalyze new grassroots movements of empowerment across the educational and social spectrum.

Strategy 1: Adapt continuously to changing educational paradigms to keep Preface at the forefront of innovation and replicable results.

Strategy 2: Act as a resource to similar nonprofit organizational start-up efforts, advising and assisting other burgeoning initiatives.

Strategy 3: Establish relationships with external advocates to demonstrate that social entrepreneurship led by young professionals can produce meaningful progress.



Goal 4: Build an Organization that Lasts

Preface aims to create an institutional legacy that can thrive without its founding principals, automating and scaling a framework for rapid absorption by future leadership.

Strategy 1: Invest in technological strategies and process automation that will allow for future leaders to easily build on existing progress.

Strategy 2: Identify and recruit passionate pipeline of advisors to safeguard Preface's reputation for innovation and operational success.

Strategy 3: Document and memorialize key lessons and processes to allow for emulation by future leaders or strategic partners (like TFA, Tutormate, etc.)

Trends:

- Increasing national awareness around the rising childhood illiteracy crisis provide **favorable macro tailwinds** for future growth.
- Every community across the country can benefit from Preface's relational and multilingual engagement models, with **~2/3 of American children not reading proficiently** by 3rd and 4th grades.
- While fragmented assistance programs often exist in individual communities (e.g. dual-language translation services, after-school tutoring, local reading groups), Preface is the **only organization** capitalizing on grassroots trends demanding more **holistic educational solutions** to early childhood education.

Challenges:

- Relative newness of Preface model has left an **awareness gap** for educators that can best be closed through sustained marketing and outreach initiatives.
- Layers of **existing administrative bureaucracy** within potential educational partner communities has further hindered initial adoption rates.
- **COVID-19 pandemic** has stretched many already burdened school systems beyond capacity, reducing willingness to explore new programs.
- Rapid growth and scale will entail **greater administrative complexities**, requiring a transition away from manual and *ad hoc* implementation mechanics.

Assets:

- Multi-talented and well-connected **Board Members and Advisors** continually provide Preface with **meaningful connections** to top-tier public and private-sector **institutions and partners**.
- **Low-cost** financial model, pioneering **technological innovations**, and **minimal overhead costs** allow for Preface to maintain **high-impact capital deployment** through targeted Mini-Grant programs and other initiatives.
- **Proven results** and demonstrated **fundraising strength** have given Preface outsized programmatic legitimacy.
- Successful Phase 2 Expansion Initiative has cemented Preface's **national presence** with beachheads in **multiple states** in both urban and rural areas.



Board of Directors

Jonathan “JT” Wu – Founder & Executive Director

Antigone “Tiggy” Valen – Chief Financial & Innovation Officer

Mary Helen deGolian – Chief Records Officer

Sumner McCallie – Chief Educational Advisor

Devon Naftzger – Chief Marketing Officer

Cameron Ruffa – Chief Legal Liaison

Taylor Brown – Chief Development Officer

LTJG David Via – Chief Operational Liaison



@PrefaceProject



@Preface_Project

www.PrefaceProject.org

© Preface Project, Inc.

Preface Project, Inc. is a federally recognized 501(c)(3) nonprofit initiative that depends on the support of the public.