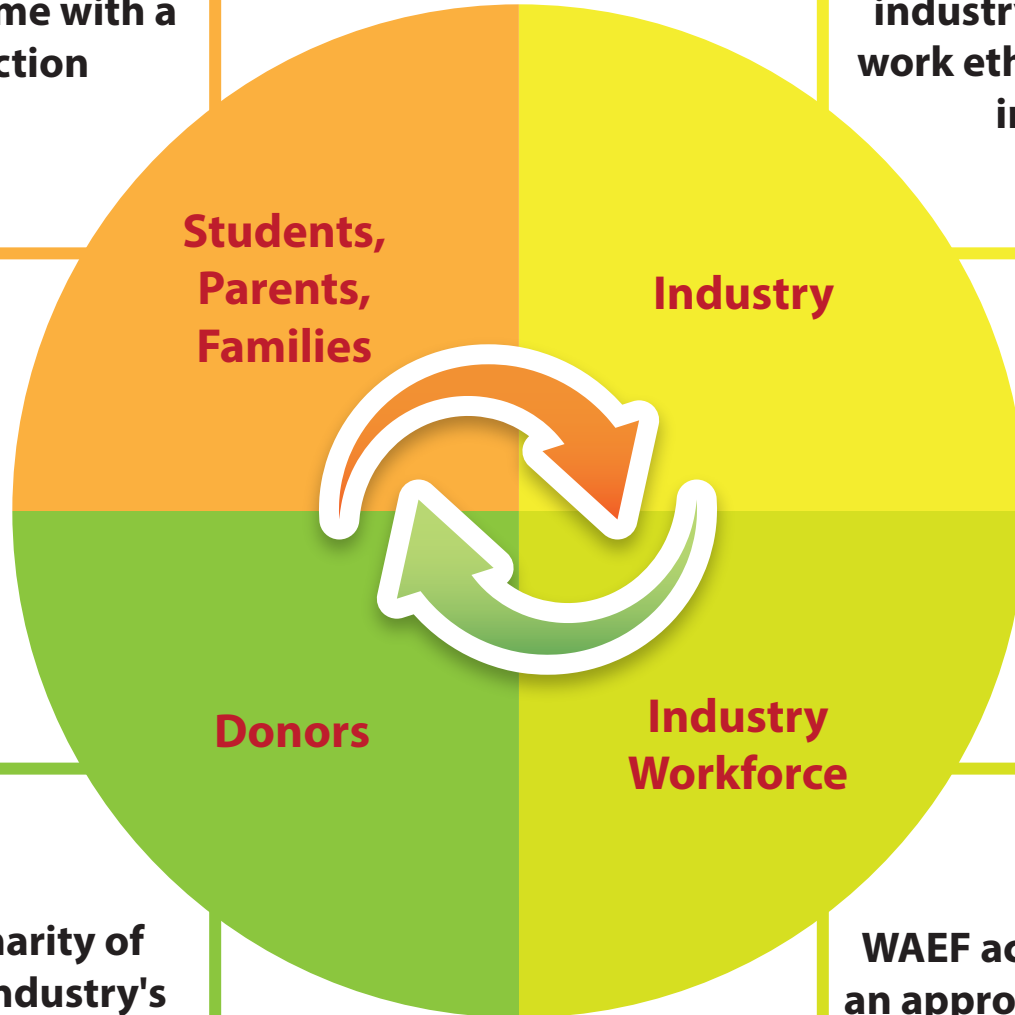




# Washington Apple Education Foundation - Strategic Direction 2017-2019

**WAEF students graduate from college within the desired timeframe with a career direction**

**WAEF reflects Washington's world-class tree fruit industry in governance, work ethic, efficiency and innovation**



**WAEF is the charity of choice for the industry's educational giving**

**WAEF activities reinforce an appropriately educated industry workforce with loyal employees**

## **Students, Parents & Family**

Objective = WAEF students graduate from college within the desired timeframe with a career direction

- Activities are undertaken to help students integrate into college and support each other
- Students and parents are aware of college costs, financial impact of degree completion and the variety of options to pay for college
- Provide educational outreach to parents of current and future in formats and venues comfortable to participants

### **Desired Outcomes**

- The percentage of WAEF students receiving renewable scholarships increases to 90% by 2020
- 75% of WAEF students are retained following their first year of college
- Current students participate in at least one WAEF activity annually

## **Donors**

Objective = WAEF is the charity of choice for the industry's educational giving

- Communicate beneficial giving techniques for current and legacy giving
- Accurately and appropriately recognize donors for their giving
- Be transparent in endeavors and utilize funding for maximum impact
- Target volunteer opportunities to donor companies
- Ensure appropriate usage of donations to create desired impact

### **Desired Outcomes**

- Maintain a 5% annual growth in donations
- Retain 90% of industry donors giving in excess of \$1000 annually
- Utilize 80%+ of expenditures annually for direct student scholarships and program benefits
- Grow donations made by WAEF alumni by 20% annually
- Recruit a minimum of 15 alumni as volunteers annually
- Maintain a volunteer force of at least 150 annually

## **Industry**

Objective = WAEF reflects Washington's world-class tree fruit industry in governance, work ethic, efficiency and innovation

- Be the charity of the tree fruit industry aligned with the core values of the industry
- Appropriately promote and communicate the meaningful impact of WAEF's work amongst the greater community, state & nation
- Coordinate opportunities for WAEF students and graduates to gain an appreciation of the size and scope of tree fruit industry careers
- WAEF board members are engaged and passionate in their governance work of the industry's charity.

### **Desired Outcomes**

- \$1 million + is awarded annually in scholarships with new awards added each year
- Maintain core industry representation on board of directors and volunteer leadership roles

## **Industry Workforce**

Objective = WAEF activities reinforce an appropriately educated industry workforce with loyal employees

- Increase awareness amongst industry employees of the educational opportunities created for industry families by the tree fruit industry
- Boost access and impact of community based ESL programs
- Provide assistance to students seeking careers in the industry through internships, mentorship and exposure
- Engage WAEF alumni working in the tree fruit industry year-round

### **Desired Outcome**

- 75% of students expressing interest in industry careers participate in industry mentorship, career tours and/or internships
- ESL programs are identified in at least six regions across fruit growing regions and supported through information and funding
- Alumni breakfast held at the WSTFA grows in attendance by 10% annually