



Strategic Plan 2023-2028



Vision

Flying Cloud Institute's vision is to educate and empower youth who will become creative thinkers and life-long learners. Our science, art, and engineering programs build on young people's natural curiosity and focus on stimulating their interest in learning and helping them develop self-confidence, collaborative problem-solving skills, empathy for others and insight into themselves, as well as other characteristics needed to become engaged adults active in their communities. FCI inspires dynamic public school educators to bring this vision to life in their classrooms as well as the studios, woods, and laboratories of our shared community.

Mission

The mission of Flying Cloud Institute is to inspire young people and educators through dynamic science and art experiences that ignite creativity.

Goal One

EXPAND ACCESS TO FCI PROGRAMS BY REDUCING BARRIERS TO PARTICIPATION

Key Results >>>

- Reduce financial barriers to participation by increasing the number of non-fee-based programs and increasing the availability of financial aid.
- Reduce transportation barriers to participation by offering mobile STEM labs, programs in locations more easily accessible through public transit, and partnering with other organizations to offer programs at their sites.
- Reduce language barriers to participants by increasing the number of multi-lingual staff and using community members as interpreters.
- Measure impact across time with a comprehensive evaluation system, allowing us to provide concrete data to funders.

Over >>>>

Goal Two

GAIN WIDE-SPREAD RECOGNITION FOR FCI'S APPROACH TO STEAM EDUCATION

Key Results >>>

- Hold Flying Cloud Institute Professional Development Programs throughout the Northeast and possibly beyond.
- Engage with social media participants 10,000 times annually.
- Provide branded resources/kits/online programs and curricula for teachers, parents, and students.
- Present at state and national conferences on science/art education regularly.

Goal Three

EXPAND YEAR-ROUND PROGRAMMING TO REACH MORE YOUTH

Key Results >>>

- Increase the number of schools hosting FCI residencies.
- Develop Girls Science Clubs to include a high school component separate from the mentor program.
- Extend MakerSpace programs on the model of Girls Science Clubs.
- Work with teaching colleges to embed FCI's professional development approach.
- Operate a second summer camp in another geographic area of Berkshire County.

Goal Four

IMPROVE DIVERSITY AND AMOUNT OF COMMUNITY INVOLVEMENT IN PROGRAMS, PLANNING, STAFFING, AND GOVERNANCE

Key Results >>>

- Reflect the diversity of life experiences of Berkshire residents in the composition of the Board; measured by comparison to county demographic data.
- Reflect the diversity of our youth program participants in the composition of staff.
- Solicit input from stakeholder groups (parents, educators, funders) in planning and decision-making.
- Make the members of our stakeholder groups feel seen, heard, and valued.

Goal Five

STRENGTHEN FINANCIAL CONDITION TO ENSURE LONG-TERM SUSTAINABILITY OF OPERATIONS

Key Results >>>

- Establish an endowment fund.
- Cover development and administrative expenses by a combination of investment income and net income from sales and fee-based programs.
- Generate an average annual growth of at least 5% in total revenue and make a positive contribution to equity each year.