



STRATEGIC GOALS

For 2030, JPEF will:



Goal 1: Strengthen Educator and School Leadership for the Future

Invest in educator and leader development that emphasizes innovation, adaptability, and the skills required to support future-ready learners.

Progress Indicators:

1. Improved educator and leadership practice, including the use of innovative and evidence-based approaches with students demonstrating future-ready competencies.
2. Strengthen leadership competencies that enhance school cultures that support collaboration, continuous improvement, and student-centered learning.

Strategies:

- A. Recognize and support excellence in teaching and school leadership.
- B. Invest directly in educators with classroom and school-based grants.
- C. Lead learning communities focused on innovation and future-ready instructional practices.
- D. Generate and apply research to strengthen educator practice and leadership development.



Goal 2: Empower Students and Families as Partners

Expand opportunities for students and families to build influence, voice, and confidence in navigating evolving education systems and the broader education ecosystem.

Progress Indicators:

1. Increase number of families reached to strengthen parent engagement as informed advocates in their children's education and school communities.
2. Increase opportunities for students to participate in career and other community connected learning experiences.

Strategies:

- A. Provide resources and training that equip parents with knowledge, skills and confidence to advocate for students.
- B. Support student learning in school and community settings as part of the emergence of more flexible learning models.
- C. Guide research practices that elevate voice, inform improvement, and strengthen civic engagement.



Goal 3: Lead Civic Dialogue and Collective Action

Strengthen JPEF's position as a central convener on education by connecting future-ready education conversations to civic and economic priorities.

Progress Indicators:

1. Increased recognition of JPEF as an independent trusted source of education insight.
2. Successful passage of voter-approved funding measures that support public education priorities.

Strategies:

- A. Increase shared understanding and collective action emerging from future-oriented education forums.
- B. Produce and disseminate research and credible information about current and emerging trends shaping education, workforce and future readiness.
- C. Increase access to information, data, and cross-sector connections, broadening understanding and opportunities for action on education.
- D. Engage with partners across sectors on key education issues to sustain momentum around community-wide efforts.



Goal 4: Build Organizational Focus and Sustainability

Align JPEF's internal capacity, partnerships, and resources to support long-term leadership, financial sustainability, and measurable impact.

Progress Indicators:

1. Annual balanced budget with at least 6-12 months of operational reserves and growth in the general operating endowment.
2. Strong staff engagement, reflecting a healthy and supportive organizational culture.
3. Increased positive brand awareness and clarity around JPEF's role and value across key stakeholder groups.

Strategies:

- A. Lead robust and diverse fundraising activities to ensure long-term financial stability.
- B. Support staff with competitive compensation, professional growth opportunities, and a positive, mission-aligned work culture.
- C. Engage stakeholders and partners through clear, consistent, and compelling communications and outreach.
- D. Strengthen organizational governance, systems, and structures for aligned and effective efforts.

