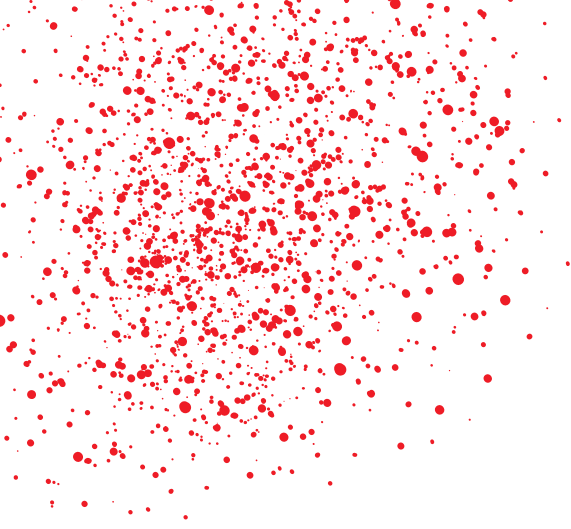




OF HUNTSVILLE

2024-2027 STRATEGIC PLAN

**Inspiring all Girls to be
STRONG, SMART, AND BOLD**



Executive Director , Girls Inc. of Huntsville

MS. STEPHANIE MALONE

What an exciting time to be a part of the Girls Inc. network! As we make strides to address inequality in the workplace, we are excited to work together to catalyze women's advancement to positions of power and influence in our communities. When girls prosper, we all do! Our program, The Girls Inc. Experience service model is a proven, effective method for developing young women, who, despite facing marginalization and intersecting barriers are inherently

strong, smart, and bold. For fifty years now, the Girls Inc. experience has offered a combination of people, programming, and places that creates an environment where transformational social emotional learning can take place, and where the leadership skills necessary for the success of girls in our community can be learned. It is through this support that all girls can fulfill their full potential and make a difference in this world.

Girls Inc. of Huntsville is now expanding our programming to focus on the high school aged girls in our community and across North Alabama, those who often need the most support as they take steps into adulthood and the workforce. Now more than ever, there is a need for more qualified and educated women to take on leadership and professional roles within our community, making positive changes in organizations, their families, and for future generations to come. Our girls are these women and the time is now.

We welcome leaders in the corporate and social impact spaces to join us in our effort to ensure that girls in North Alabama have the support, education, training, and leadership programming necessary to realize their full potential. These are your future leaders!

Thank you!

Stephanie Malone

About the Executive Director

Ms. Malone is a native of Huntsville and a graduate of The University of Alabama. She has devoted much of her life to working and advocating on behalf of children, specifically young girls. As a visionary leader, she provides strategic direction for the organization in a competitive industry with limited financial resources. Recruiting top talent, providing coaching and mentoring opportunities, and positioning team members for success has allowed the agency to experience growth in revenue and increased community partnerships. Providing community engagement experiences for staff and employees of program partners has been an integral focus of her external relations responsibilities, thus raising brand awareness for the organization. Under her leadership, Girls Inc. of Huntsville has been recognized as the leading expert on girl issues.

Introduction

This strategic plan outlines the key objectives and strategies for Girls Inc. of Huntsville that are necessary in continuing to grow and support programming that promotes the empowerment of girls in Huntsville and North Alabama in their journey to become the strong, smart, bold women that they are meant to be. For fifty years now, Girls Inc. of Huntsville has been supporting girls in this mission and making a difference in the lives of girls in our community and their families. To continue that mission and grow it, we are developing additional new programming that focuses on teenage girls and their ascent into adulthood, higher education, and the workforce.

To carry out this mission, we must secure new sources of funding from the professional community to support these workforce education and higher education initiatives that will benefit the entirety of our community for years to come. By focusing on expanding financial support from professionals who share a common interest in empowering and advancing girls' education, Girls Inc. of Huntsville aims to enhance its programs and make a lasting impact on the lives of young women pursuing their educational and career goals. This requires new programs, qualified staffing, new sustainable revenue streams, and supportive community relationships. These efforts will be the primary focus of Girls Inc. of Huntsville through 2026.

Who We Serve

Girls Inc. of Huntsville serves girls primarily in Northwest Huntsville of the 35810 zip code.

Population facts about Northwest Huntsville are important to understanding the mission of Girls Inc. of Huntsville, the strategic plan initiatives and why this support is necessary to see the plan come to fruition.

- Population: 30,617
- Median Household Income: \$36,194
- 11% have household incomes less than \$10,000
- 38% have household incomes between \$10,000-\$30,000
- 37% have household incomes between \$30,001-\$50,000
- 14% unknown
- 88% identify as Black or African American
- 5% identify as White
- 4% identify as Multiracial
- 3% identify as Hispanic, Middle Eastern, or Asian
- 55.7% are High School Graduates
- 7.2% have an Associate's Degree
- 13.3% have a Bachelor's Degree
- 5.9% have a Master's Degree
- <1% have a Professional or Doctorate Degree



Young Women and the Workforce

Educational attainment and skills development are directly connected to gainful employment opportunities and improved economic stability, but access and attainment remain a challenge for many young women of color in Alabama and Northwest Huntsville. Alabama trails the national average in higher education attainment, with just 26.7% of the population who hold a bachelor's degree, 7% below the national average of 35%. In addition, the gap between white and minority attainment of a bachelor's degree is more than 15% - while more than 70% of the nation's jobs require a bachelor's degree - leaving a significant gap in access to meaningful employment opportunities. Alabama also has a substantial gap between men and women owned businesses. As of 2017, there were 42,941 men-owned businesses and 12,169 women-owned businesses.

There are currently 106 girls in grades 9-12 in the Girls Inc. of Huntsville program, while there are 1,602 girls between the ages of 15 and 19 in the 35810 zip code, the largest girls age group in the area. There is a significant opportunity to serve many more young women in Huntsville, focusing on empowering them through education, leadership training, and workforce skills attainment opportunities. Together, education and skills development are crucial for achieving gainful employment. By obtaining a quality education and continuously developing their skills, young women can become more competitive in the job market, secure better-paying jobs, and progress in their careers. When women have access to resources and opportunities, they are better equipped to care for their families, contribute to the economy, and promote social progress.

Few existing programs in the city of Huntsville specifically focus on the career potential of young minority women. Girls Inc. of Huntsville is seeking to partner with workforce development organizations, colleges and universities, and companies that provide opportunities for higher education, internships, hands-on training, workforce development education, scholarships, and other career advancement opportunities to ensure that every young woman is supported in her effort to become the leader she was meant to be, for herself, her family, and her community.

It is a strategic goal of Girls Inc. of Huntsville to support young women in obtaining higher education, workforce credentials, and workforce skills, with a particular focus in STEM careers that are critical to the long-term growth of Huntsville, Alabama, and where minority women have been underrepresented for too long.



In addition to university programs, Girls Inc. of Huntsville will be working to support girls in the 9-12th grade through various workforce education and employment programs such as:

Senior Sprint

A collaborative program with Huntsville City School, Madison Schools, Madison County Schools, community agencies, and local employers to provide career opportunities for graduating high school seniors who have not enrolled in a post-secondary college or university or made firm post graduation plans. Senior Sprint creates a bridge from high school to the workforce by providing graduates with several career and training opportunities while raising awareness about employment opportunities which will guide them toward long term post-graduation careers.

Go Rocket City Get on Board!

Connects early talent in our community by engaging summer interns and co-ops working in the Rocket City. The main goal of this programming is to allow students to connect, while learning more about our community and the career opportunities available to them through social, professional development, and service opportunities.

Smart Careers

A Smart Place is an initiative that connects students, teachers and parents with information about high-growth, high-demand occupations in our community and the pathways to reach them. We work across K-12 school districts and our post-secondary institutions and with our business and industry to align resources and identify challenges and opportunities.

In addition to aligning with community programs, the Girls Inc. of Huntsville Leading the Way programming will be centered around girls, their education, and meaningful employment through courses and initiatives that focus on:

- College and workforce education program enrollment assistance
- Internship identification assistance
- Employment fairs
- Resume writing
- Interview skills
- Building professional communication skills
- Leadership training



By working with local high schools, government entities, universities, and local companies in our community, we can empower our girls to realize their full potential and become active leaders of their community for generations to come.

Cultivating Partnerships

To achieve sustainable funding from the professional community, Girls Inc. of Huntsville is focused on cultivating strategic partnerships and relationships with organizations, corporations, and individual professionals who align with its mission. Over the next five years, strategic focus will be placed on outreach that builds a network of supporters dedicated to making a difference in our community through advancing young women and their education and life skills. Our objective is to create the network, tailor programs to community needs, and enhance the visibility of the brand for the mission.

CREATE THE NETWORK

Identifying Potential Partners: Girls Inc. of Huntsville is working to conduct research and identify professionals and organizations that have a vested interest in promoting girls' education and professional workforce development.

Building Collaborative Networks: By fostering meaningful connections with professionals and organizations, Girls Inc. of Huntsville will create a network of supporters committed to investing in the educational success of young women.

Establishing Alliances: Girls Inc. of Huntsville will seek to develop alliances with professional associations, foundations, and community leaders who can advocate for and support its initiatives.

TAILORING PROGRAMS TO PROFESSIONAL COMMUNITY NEEDS

To attract funding from the professional community, Girls Inc. of Huntsville will align its workforce education and higher education initiatives with the needs and interests of the state and local workforce. This objective will involve:

- Conducting Market Research: Girls Inc. of Huntsville will gather feedback and insights from local organizations and professionals to understand their expectations, preferences, and the skills they seek in the workforce.
- Developing Relevant Programs: Based on the research findings, Girls Inc. of Huntsville will develop and enhance educational programs that align with the demands of the professional community, ensuring that participants gain relevant skills and knowledge.
- Providing Mentorship Opportunities: Girls Inc. of Huntsville will establish mentorship programs, connecting girls with professionals who can offer guidance, support, and industry-specific expertise.



ENHANCING VISIBILITY AND BRANDING

To attract funding from the professional community, Girls Inc. of Huntsville will enhance its visibility and branding efforts, positioning itself as a reputable organization committed to empowering girls through education and training. This objective will involve:

- Strategic Communication: Girls Inc. of Huntsville will develop a comprehensive communication strategy to effectively convey its mission, impact, and importance of workforce education and higher education initiatives.
- Thought Leadership: By showcasing expertise in girls' education, Girls Inc. of Huntsville will position itself as a thought leader through program reporting, research publications, industry conferences, and speaking engagements.
- Leveraging Social Media: Girls Inc. of Huntsville will leverage social media platforms to amplify its brand, mission, and initiatives, connecting with local organizations, universities, and the whole Girls Inc. network.

By strategically focusing on gaining new sources of funding from the professional community, Girls Inc. of Huntsville aims to enhance its workforce education and higher education initiatives, providing young women with the necessary skills and support to succeed in their educational and professional journeys. Through cultivating partnerships, tailoring programs to meet professional community needs, and enhancing visibility and branding efforts, Girls Inc. of Huntsville will secure the resources needed to make a lasting impact on girls' education and empower future generations of women in the workforce in North Alabama.



Increase Sustainable Revenue

At present, 93 % of the Girls Inc. of Huntsville budget is relies on government, non-profit, and foundation grants. Given the low-income status of many Girls Inc. families, only 7 % of the budget - approximately \$57,500 in program fees annually - is collected by the families to support programming for more than 320 girls.

At Girls Inc. we are dedicated to empowering girls and providing them with the resources they need to become strong, confident, and successful leaders in our communities. To achieve our mission and serve more girls effectively, it is imperative that we identify and work towards sustainable revenue sources. We seek to secure funding that will support our programs, enable us to expand our reach, and invest in initiatives that foster the holistic development of girls, ultimately driving generational change.

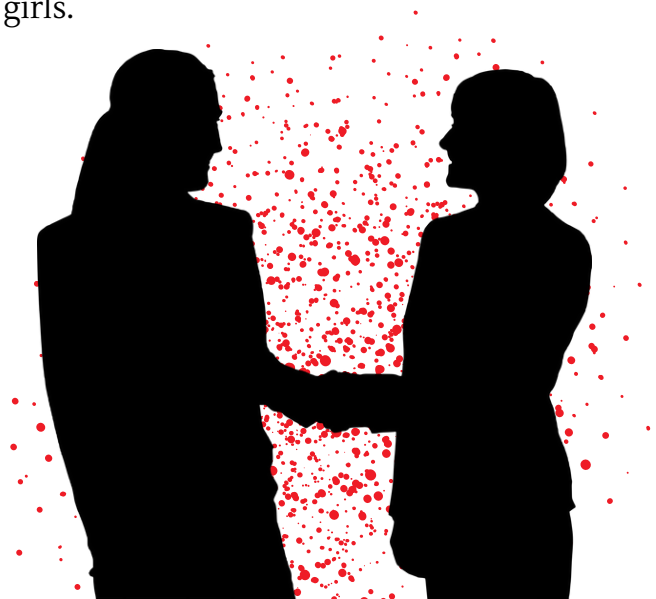
DIVERSIFYING REVENUE STREAMS

Girls Inc. of Huntsville will continue actively seeking and applying for grants from foundations, corporations, and government agencies that align with our mission and program goals. Our administrative team will engage in ongoing research to identify funding opportunities and build relationships with potential grantors.

- Corporate Partnerships: We will explore partnerships with corporations that share our commitment to empowering girls. By collaborating with corporate sponsors, we can leverage their resources, networks, and expertise to generate financial support for our programs and initiatives.
- Individual Giving: Girls Inc. of Huntsville will implement a comprehensive individual giving strategy to cultivate relationships with donors who are passionate about our cause. This will include personalized stewardship, donor recognition, and targeted fundraising campaigns to maximize individual contributions.
- Events and Fundraisers: We will organize engaging events and fundraisers that raise awareness about our mission and generate financial support from those in our community and the state. These events will be designed to attract sponsors, community members, and donors who are invested in our vision of empowering girls.

DONOR STEWARDSHIP AND RETENTION

We will prioritize building strong relationships with our donors and stakeholders by maintaining regular communication, providing impact reports, and inviting them to special events. By demonstrating transparency and showcasing the positive outcomes of our programs, we can strengthen donor loyalty and encourage continued support.



Donor Recognition and Engagement: We will develop a robust donor recognition and engagement program that acknowledges and celebrates the generosity of our supporters. This may include naming opportunities, donor appreciation events, exclusive updates, and involvement in advisory or leadership committees.

Girls Inc. of Huntsville must identify and work towards sustainable revenue sources to serve more girls effectively and create lasting generational change. By diversifying our revenue streams, fostering strategic partnerships, and prioritizing donor stewardship and engagement, we will secure the funding necessary to support our programs and invest in initiatives that empower girls to become societal leaders.

Staffing and Support

At Girls Inc. of Huntsville, we recognize that our programs are only as effective as the staff who operate them. To make a significant difference in the lives of girls in our city, we must have a team of qualified and motivated individuals who are passionate about our mission. To accomplish our goals, we must be able to attract, develop, and retain highly qualified staff members by ensuring competitive compensation and providing comprehensive benefits.

RECRUITMENT AND SELECTION

Talent Acquisition Strategy: We are developing a comprehensive talent acquisition strategy to attract qualified individuals who are aligned with our mission and values. This strategy will include targeted recruitment efforts, partnerships with educational institutions, and active participation in job fairs and community events.

Rigorous Selection Process: We will continue to provide a rigorous selection process that includes thorough screening, interviews, reference checks, and assessments to ensure we continue to hire candidates with the necessary skills, experience, and dedication to positively impact the lives of girls in our community.



COMPETITIVE COMPENSATION AND PROFESSIONAL DEVELOPMENT

We will conduct regular market analyses to ensure that our staff's compensation is competitive and aligned with industry standards. This analysis will help us determine appropriate salary ranges for different roles and responsibilities.

Professional Development Opportunities: As Girls Inc. of Huntsville looks to focus on professional education for our girls, we are also seeking to provide opportunities for staff members to enhance their skills and expertise through training programs, workshops, and certifications. By investing in their professional growth, we can increase their motivation and equip them with the knowledge needed to excel in serving the girls and our community.

COMPREHENSIVE BENEFITS

We seek to offer an improved comprehensive healthcare package that includes medical, dental, and vision coverage. Additionally, we will explore partnerships with local wellness centers or gyms to provide staff members with opportunities for physical fitness and stress management.

Retirement Plans: We will establish a retirement plan, such as a 401(k) or pension scheme, to support our staff members' long-term financial security. Economic security is one of the primary goals in supporting women's education, and we are committed the financial literacy and stability of our staff and our girls.

Work-Life Balance: Work-life balance has been found to be one of the most important factors in promoting women in leadership in the workplace. As we seek to create a more equitable world for women and men, we will seek to provide opportunities for flexibility and work-life balance. We will promote work-life balance by implementing flexible work arrangements, such as remote work options, flexible scheduling, and generous paid time off policies. This will help our staff maintain a healthy integration of their personal and professional lives.

Maintaining a highly qualified and motivated staff is crucial to achieving our mission at Girls Inc. of Huntsville. By attracting top talent, providing competitive compensation and benefits, and fostering a supportive organizational culture, we will create an environment where staff members can thrive and make a difference in the lives of girls in our city. Through our strategic plan, we are committed to supporting our staff's efforts to deliver exceptional service to our girls!

Empowered
Women
Empower
Women

Join Us in Supporting Girls

Empowering girls to cultivate strength, intelligence, and boldness is a crucial investment in shaping future leaders in our community and the workforce. By providing girls with opportunities for education, mentorship, and skills development, we contribute to the creation of a generation of women who are not only equipped to face the challenges of the professional world but also to lead with confidence and resilience. Encouraging girls to pursue interests in STEM fields, fostering a sense of curiosity and critical thinking, and promoting self-expression all contribute to their intellectual and professional growth. Emphasizing the importance of perseverance and self-belief helps build the emotional fortitude necessary for navigating the complexities of the workplace and this world. When we support girls in developing these qualities, we lay the foundation for a more inclusive and diverse workforce of North Alabama, where strong, smart, and bold women can emerge as influential leaders, driving positive change and breaking down barriers for future generations.

Join us in supporting the girls of Girls Inc. of Huntsville!

They are the future!

