



## **BOARD BRIEF: Great Futures 2025**

### Strategic Direction for the Decade Ahead

Board Briefs are "at-a-glance" resources that help board volunteers better support their Boys & Girls Club. They are designed to occur as five-minute education opportunities at board meetings.

### **SUMMARY**

To establish direction for the Boys & Girls Club Movement through 2025, the National Area Council Committee and the President's Advisory Council met three times, acting as a National Planning Commission. Their deliberations framed discussions about the future of Boys & Girls Clubs over the next decade at Area Councils, where 46 town hall meetings were held to discuss and refine the recommended direction. All board members should be well versed with this strategic direction for the Boys & Girls Club Movement through 2025.

### **OVERVIEW**

#### **Purpose Statement:**

Inspire and empower Club youth to achieve success and champion opportunities for all young people in America.

The Club Experience represents the core factor in determining how Clubs make a difference. With 95 percent of local Club organizations participating in the National Youth Outcomes Initiative, we have meaningful outcome data to measure progress and accelerate learning. The data provides objective evidence that the Boys & Girls Club Experience has a powerful impact on member outcomes in the key priority outcome areas. Our Club Experience data represents an objective measure of program quality. Based on fundamental youth development principles, the high-quality Club Experience is fun and safe, provides guidance by a caring adult, sets high expectations, creates new opportunities, recognizes success and leads to a sense of belonging.

#### **Goal:**

To increase the percent of Club members reporting an optimal Club Experience to 75%

#### **Priorities:**

##### **1<sup>ST</sup> – Achieve a consistently high level of quality across all Clubs**

Fulfilling this priority will involve: quality standards based on the principles of youth development and child safety, a quality assessment process, state-of-the-art training, continued implementation of the Formula for Impact and defining quality program as inclusive of youth ages 6 to 18.

## 2<sup>ND</sup> – Strengthen leadership, increase resources and build capability to drive quality and increase impact

Achieving this priority will require: strong executive and board leadership; growing resource development capacity; strong community partnerships; and organizational models, practices and continuous improvement processes to optimize quality and impact.

## 3<sup>RD</sup> – Position Boys & Girls Clubs as America’s premier youth development advocate

This advocacy will include: an awareness campaign; leveraging data and research; publishing motivational information; and new local and national partnerships.

## 4<sup>TH</sup> – After addressing quality and advocacy, build a growth plan

This incremental growth will: ensure Club programs in every school district in the nation; include partnerships with other after-school entities; impact parents and schools; and reach youth through innovative online initiatives.

## DISCUSSION QUESTIONS FOR THE BOARD

We have a collective accountability to each other, the Boys & Girls Club brand, and, most importantly, to our Club members, to provide a high-quality program that makes a dramatic and sustained difference in their lives. To ensure full participation in this exciting strategic direction, your board should spend time reviewing the following questions.

- What are the implications of the direction outlined in Great Futures 2025 for our Club?
- What challenges do we face?
- What specifically will we need to address to increase our reach and impact?
- What support can Boys & Girls Clubs of America provide to help us address our challenges?

Work with your Director of Organizational Development to gain support for any identified challenges, and to seek answers to any questions that arose from this process.