



### **Vision**

Our community flourishes for generations: Excelling in family, education, career, and business

### **Mission**

To advance the economic success of families with limited opportunities, as an organization grounded in our Latino heritage.

### **Values**

Community

Integrity

Innovation

Expanding Opportunities

Connection

## **Vision 2019**

### Strategic Priorities:

Integrated Services

Financial Freedom

Community Leadership

### Five Year Goals:

#### **IMPACT**

Through Family Economic and Education Centers, Mi Casa will assist families to increase their educational and economic success.

#### **WORKPLACE EXCELLENCE**

Mi Casa has the staff, leadership, volunteers and infrastructure to achieve its goals.

#### **FINANCIAL FREEDOM**

Mi Casa will achieve long-term financial sustainability.

#### **VISIBILITY/ENGAGEMENT**

People in Metro-Denver will recognize Mi Casa's name, know what we do and consider us a leader on issues that affect our community.

# 2017 Objectives

## Goal 1: IMPACT

Through Family Economic and Education Centers, Mi Casa will assist families to increase their educational and economic success.

**1.1 Ensure high quality economic and education programming**

**1.2 Refine outreach/recruitment systems so all programs are adequately filled**

**1.3 Maintain and refine navigation systems at each location based on current need and capacity**

**1.4 Refine systems and tools for data driven decision making**

**1.5 Maintain mutually beneficial community partnerships**

# Anticipated Outcomes

**We will serve 1,630 individuals,  
with another 3,000 served by our on-site partners**

## *Business Development*

- 65 businesses will be started
- 75 jobs will be created
- \$12 million revenue will be generated
- \$7.2 million in capital will be accessed

## *Career Development*

- 70% of intensive career training participants will obtain employment and 65% of them will retain employment for 6+ months
- 21% of participants in career coaching and/or career workshops will obtain employment

## *Youth & Family Development*

- 60% of core participants will sustain or improve their GPA
- 80% of core participants will have 90% or better school day attendance
- 85% of core participants will have no behavioral referrals, suspensions, or expulsions

## *Economic Advancement*

- Increased technology skills, improved English fluency, increased adult education level, tax savings

# 2017 Objectives

## **Goal 2: FINANCIAL FREEDOM**

Mi Casa will achieve long term financial sustainability.

**2.1 Grow revenue to meet the needs of the organization and continue to diversify revenue sources**

**2.2 Social Enterprises make a positive contribution to Mi Casa**

**2.3 Continue to implement the capital campaign**

**2.4 Develop and implement a business analysis system/tool for Mi Casa activities**

**2.5 Develop and implement donor stewardship practices that ensure highest level of customer service for Mi Casa donors**

# 2017 Objectives

## Goal 3:

### **VISIBILITY/ENGAGEMENT**

People in metro-Denver will recognize Mi Casa's name, know what we do and consider us a leader on issues that affect our community.

**3.1 Develop and implement systems for advocating on key issues that affect our constituents**

**3.2 Build a strong presence in Southwest Denver**

**3.3 Ensure an influential Board of Directors that is active and engaged**

**3.4 Develop key messages for both supporters and program participants, align messaging, branding and organizational collateral**

**3.5 Continue to position Mi Casa as a community expert with regard to business, career and youth development**

# 2017 Objectives

## Goal 4: WORKPLACE EXCELLENCE

Mi Casa has the staff, leadership, volunteers and infrastructure to achieve its goals.

**4.1 Develop and initiate implementation of a plan to be a leader in total compensation**

**4.2 Implement move plans and maintenance plans for new facilities**

**4.3 Provide timely and accurate business support information**

**4.4 Intentionally promote an integrated, positive organizational culture**

**4.5 Refine and implement plans to improve infrastructure and capacity**