



LEADING THE WAY

PROGRAMS

Preschool promotes school readiness for children.

Connections provides a safe, nurturing environment for at-risk children.

Cornerstone increases healthy birth outcomes and trains parents.

Generations gives seniors the opportunity to reinvest in the lives of future generations.

Spoonfuls provides children hot, healthy USDA meals each weekday.

MISSION

Empowering children and families to achieve a healthy, optimal and independent lifestyle.

VISION

To be the leader in helping children and families succeed.

VALUES

We believe in: accountability, earliest intervention, safest environment, teamwork, integrity, professional development and doing what we say.



PORTER - LEATH

Better Children. Better Families.

868 N. Manassas St. | MEMPHIS, TN 38107
ph: 901.577.2500 | www.porterleath.org

*A United Way of the Mid-South partner agency
Accredited by the Council on Accreditation (COA) and the
National Association for the Education of Young Children (NAEYC)*



GOAL 1

INCREASE IMPACT OF PROGRAMS ON CHILDREN, FAMILIES AND THE COMMUNITY

AGENCY PLEDGE Porter-Leath will increase the impact of program offerings on children, families and the community.

BOARD PLEDGE Consistently connect Porter-Leath with individuals, businesses, government agencies, and foundations that can further the Porter-Leath Mission.

GOAL LEADERS VP Early Childhood Services and VP Social Services

- STRATEGIES**
- > Each program will maintain annual goals and plans to increase outcomes for those served.
 - > Each program will maintain full compliance to contract, grant and funder requirements.
 - > Research and deploy new programming opportunities and enhancements to programs that better serve children and families.
 - > Assess feasibility of expanding services into new communities beyond Shelby County.
 - > Deploy agency-wide strategies to improve social/emotional well-being for children.

INDICATORS

- > Each program creates and maintains annual program goals in a program plan.
- > Contract compliance reports.
- > Community needs assessment and action plan, including the landscape of community partners with similar services.
- > Services offered in zip codes not currently served.
- > Social emotional well-being training created and deployed.

GOAL 2

MAKE DATA-INFORMED DECISIONS TO SERVE EFFICIENTLY AND EFFECTIVELY

AGENCY PLEDGE Porter-Leath will use real-time data and experience to foster a culture of evidence-based decision-making and continuous improvement.

BOARD PLEDGE Ensure data is a prominent input to inform the strategic decision making process for the organization.

GOAL LEADER PQI Director

- STRATEGIES**
- > Develop specific and measurable goals that inform each department's vision for success.
 - > Identify tools and technology that support employees in making data-enhanced decisions and provide training to ensure employees maximize use of technology.
 - > Train staff to use data to continuously improve services and apply best-practice thinking to their work.
 - > Create research partnerships with area universities to support continuous improvement and information sharing with the services community.
 - > Invest in longitudinal studies to certify impact.
 - > Engage partners and increase collaboration with external agencies to support vision for best practices in evidence-based decision making.

INDICATORS

- > Specific, measurable, and relevant goals are defined and communicated within each department and reported out for accountability.
- > Coordinated technology and technology training plan for each department.
- > Trainings and seminars held on evidence-based decision making, and data products and reports are used in relevant service areas.
- > Signed research and evaluation agreements with local colleges, universities, and institutions.
- > Completed longitudinal studies.

GOAL 3

RECRUIT, HIRE, DEVELOP AND RETAIN TOP TALENT

AGENCY PLEDGE Porter-Leath will recruit, develop, and retain effective staff who fit the agency culture and vision.

BOARD PLEDGE Support talent strategies with the appropriate budget, policies and leadership.

GOAL LEADER HR Director

- STRATEGIES**
- > Acquire top talent through existing channels and develop new recruiting relationships.
 - > Create an improved onboarding and orientation program for new hires.
 - > Create an individualized professional development process to develop staff internally and provide growth opportunities.
 - > Maintain a talent retention-focused environment that supports the strategic direction of the agency.

INDICATORS

- > Applications per open position, length of time each application is open, quality of hire.
- > Onboarding and orientation program is created; 100% of new hires attend and finish the program.
- > Professional development tools and procedures created and used.
- > Benefits and compensation plan updated as appropriate; updated reward and recognition plan; annual staff survey and data; staff turnover analysis; employee engagement survey.

GOAL 4

FULLY FUND THE AGENCY MISSION

AGENCY PLEDGE Porter-Leath will remain financially sustainable to ensure focused service delivery to community.

BOARD PLEDGE Board Members will support a fully funded Mission with time, talent, treasurer and strategic decision making.

GOAL LEADERS VP Development, Development Director, and Finance Director

- STRATEGIES**
- > Diversify funding opportunities for programs.
 - > Perform fiscal evaluation to ascertain what it would take to keep agency sustainable.
 - > Renew and strengthen current relationship to avoid donor fatigue.
 - > Build engagement opportunities for new relationships through volunteering and events.
 - > Focus marketing strategies to reach specific community segments.

INDICATORS

- > New funding streams.
- > Fiscal evaluation completed.
- > Actions taken to refresh enhance existing relationships.
- > Events geared to create and enhance relationships.
- > Focused marketing campaigns annually.