



Montcalm Area Reading Council

MARC Mission - Vision - Values & Strategic Plan 2022-2024

Mission

MARC will advance literacy and empower our community through free tutoring, one learner at a time.

Vision

Literacy for all

Values

Dignity - Respect - Connection - Community

Strategic Plan

Goal 1: Grow and retain our tutor and learner groups

- a. Develop recruitment plan for tutors and learners, and implement 3 new strategies
- b. Promote referrals with community partners
- c. Perform a community needs assessment to prioritize service needs.
- d. Identify barriers of recruiting and retaining and develop solutions

Goal 2: Raise awareness through partnerships and collaboration

- a. Identify our community partners and develop 3 new partners annually.
- b. Create a marketing plan to maintain good communication with stakeholders

Goal 3: Secure more funding for additional services

- a. Seek and apply for 3 strategic grants annually
- b. Identify potential funding sources to diversify revenue

Goal 4: Strengthen the Board through engagement and stability

- a. Develop and implement annual self-evaluation of the Board.
- b. Create a Board matrix to determine and target needed skill sets.