

**ACE Mentor Program of America, Inc.  
ACE National Strategic Plan 2016-2021**

**Achieve – Growth   Create – Momentum   Execute – Effectiveness**

**ACE Mentor’s two primary goals are to:**

- Create a large, diverse, better prepared workforce for our industry
- Assist and guide students as they proceed along their pathways to opportunities in our industry

**ACE National has established two objectives:**

- Achieve expansive, sustainable growth goal by adding 1,000 new students per year nationwide, targeting 10,000 students engaged in the program in the 2021-22 program year
- Increase affiliates’ effectiveness and impact by strategically deploying national resources and improving or developing tools to help affiliates fulfill the ACE mission

**ACHIEVE - Growth**

- Achieve expansive, sustainable growth target by reaching 1,000 new students per year nationwide.
- Continue to promote and monitor strategic planning
- Encourage all affiliates to set growth goals
- Create new affiliates when appropriate opportunities arise
- Add Growth goal to staff performance review

**CREATE – Momentum**

Creating additional momentum at the national and local levels involves a series of special strategies for:

- Executive Committee/National Board
- Affiliates
- Sponsors
- Students
- Mentors
- Alumni

**Executive Committee/National Board**

- Develop strategies to actively integrate all board members in the Board’s work and ACE’s mission.
- Develop a Dashboard for Executive Committee for reporting progress
- Create committees, especially for fundraising.
- Develop orientation package for new board members
- Set expectations for board members

## **Affiliates**

- Promote creation and updating of strategic plans
- Develop and implement affiliate maturity matrix to identify areas where affiliates can improve
- Establish and monitor effective compliance practices through all levels of the program
- Share best practices through webinars/meetings (e.g., all-affiliate and affiliate regional conferences)
- Develop “e-tool kit” – policies/procedures as well as enhanced content for mentors to use with teams

## **Sponsors**

- Develop and execute strategy to expand sponsorship base and find support from new industry sectors
- Create a Fundraising Committee of the Board
- Stimulate national sponsors to become more involved at local level
- Update sponsors regularly about ACE’s successes
- Define sponsorship levels and benefits
- Develop tools to track sponsor prospects

## **Students**

- Enhance Curriculum and tools
- Partner with other organizations (e.g., SkillsUSA)
- Develop training and educational information (e.g., OSHA)
- Develop Virtual Career Information – shared with ACE and non-ACE students
- Encourage students and alumni to take full advantage of STEM Premier

## **Mentors**

- Develop “e-tool kit” for mentors – fresh content for mentors to use with teams
- Enhance and expand mentor training
- Share best practices for recruiting and retaining mentors
- Work to expand pipeline of mentors

## **Alumni**

- Strengthen the pipeline connecting ACE alumni to employment with sponsors and other industry firms
- Help affiliates improve strategies and mechanisms to track
- Create web page for alumni

## **Public Awareness**

- Build momentum by expanding public awareness of ACE and its accomplishments
- Seek major media opportunities such as American Graduate Day television broadcast
- Maintain high-profile social media presence
- Help affiliates get local press coverage
- Create new short annual report in a digital format
- Pursue speaking engagements

## **EXECUTE – Effectiveness**

- Set achievable programmatic goals and realize them on schedule
- Establish quantifiable measures to assess progress

- Develop clear set of expectations for staff

#### **Team**

- Complete Performance Expectations – individual and corporate
- Complete Performance Review
- Finalize Employee policies and handbook
- Establish annual work plan and effectively utilize it as a management tool

#### **National**

- Roll out new database
- Manage budget carefully and prevent future deficits
- Develop enhanced website and make it more interactive
- Manage EMCOR transition smoothly and with minimal additional expense
- Introduce a new position – Manager of Communications
- Develop the E-tools for students and mentors