PROFOUND GENTLEMEN

Strategic & Implementation Plan

JUNE 2018

OVERVIEW

9:05 AM - Goals & Scope

9:10 AM - Process

9:20 AM - Findings & Recommendations

9:35 AM - Next Steps

9:45 AM - Q&A

2,000+ Gentlemen and
$500K in
Earned Revenue in FY21

. . .

WHAT IF THIS WAS POSSIBLE IN LESS THAN 5 YEARS?

PAUSE + REFLECT

. . .

WHAT DOES THIS PICTURE MAKE YOU THINK?

PAUSE + REFLECT

. . .

WHAT ABOUT THIS ONE?

MARIO & JASON

THE TEAM

BEHIND THE SCENES

Sabrina Plassman
Director of Strategic Advising

Ana Cunningham
Social Media Fellow

Lori Schermbeck
Director of Operations

Katie Schermbeck
Director of Design

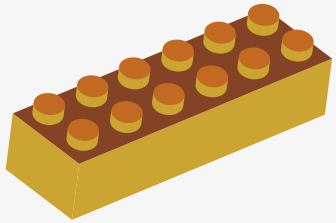
RECOMMENDATIONS

These are recommendations based on feedback, not prescriptions.

Some of these recommendations should be given more weight than others.

This and any plan, are only as good as the execution.

OUR PARTNERSHIP



How can PG lay the foundation to be successful for years to come?

What are the **essential building blocks?**

THE PROCESS

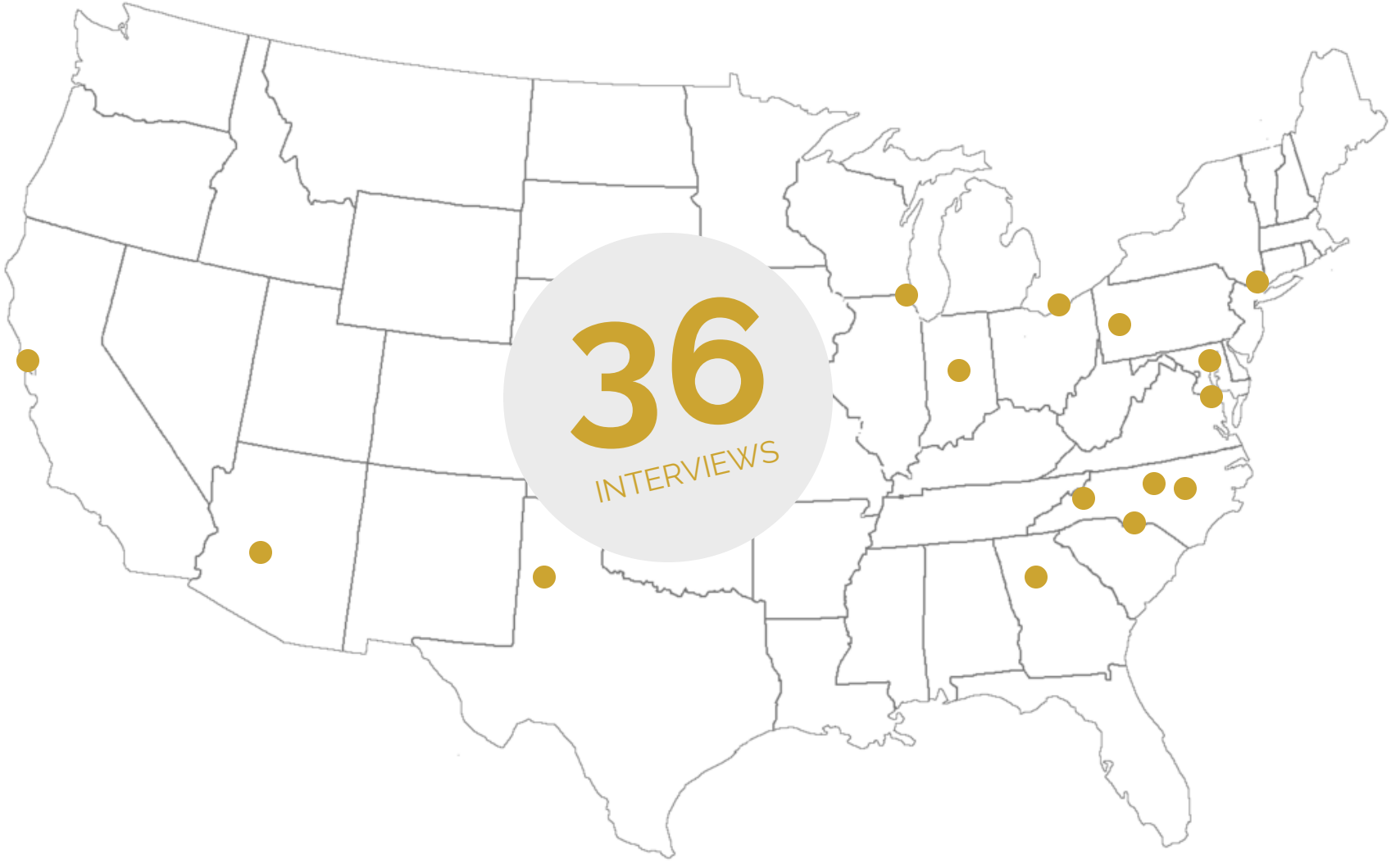
INTERNAL > **EXTERNAL** > **ANALYSIS** > **CREATION**

December 2017 - January 2018

February 2018 - March 2018

April 2018

May 2018 - June 2018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INTERVIEWS

VALUE PROPOSITION

250+

Male educators of color in the Profound Gentlemen community

1800

Boys of color served by PG educators across the United States

100%

Of our educators returned to the profession in 2017

THREE RECOMMENDATIONS & ACTION STEPS

Clarify program offerings

Success metrics

Geographic concentration

Clarify program offerings

"PG was built for teachers, by teachers."

- **For Male Educators of Color**
- **Community & Retention**
- **Student Achievement**

Success metrics

Geographic concentration

“

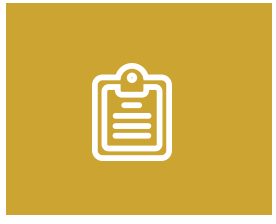
“We want to be so good that we recruit through retention”

PROGRAMMING

Clarify program offerings

Create a compelling pitch for school districts and schools	Staff	9/28
Realign staff responsibilities based on key goals and metrics	Staff	9/28
Messaging and communication one pagers finalized	Staff	9/28

Clarify program offerings



Success metrics

Success metrics should be centered on impact at the following levels:

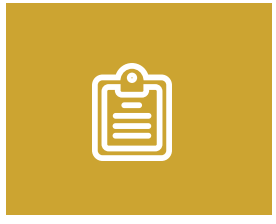
- **Gentlemen Retention & Value-Add Data**
- **Student Achievement & SEL Data**
- **Principal Data**

Geographic concentration

100%

of Profound Gentlemen Educators
returned to the Education field
in 2016-2017

Clarify program offerings



Success metrics

Geographic concentration

In FY18 and FY19, we recommend moderate growth that aligns with serving more Gentlemen in a specific geographic location (likely Charlotte, NC).

Geographic concentration

Geographic concentration

RECRUITMENT (MEMBERSHIP)

Create a recruitment profile and plan for Charlotte and North Carolina	Staff	8/29
Reach membership targets for Charlotte and North Carolina	Staff	9/28

THREE TO FIVE YEAR PLAN

	FY17	FY18	FY19	FY20	FY21
Charlotte	**55**	**110**	**220**	**230**	**245**
North Carolina	24	48	96	288	864
Atlanta	30	45	68	135	270
Chicago	25	38	56	113	225
Memphis	10	15	23	45	90
Washington DC	18	27	41	81	162
Virtual	127	127	127	191	286
Total	**289**	**410**	**630**	**1082**	**2142**

BUDGET

Localized Strategy Budget	FY17	FY18	FY19	FY20	FY21
Number of FTEs	6	9	13	28	40
Number of PT Impact Leaders	6	8	11	7	15
Number of Gentlemen Served	289	410	630	1,082	2,142
Charlotte	55	110	220	230	245
North Carolina	24	48	96	288	864
Atlanta	30	45	68	135	270
Chicago	25	38	56	113	225
Memphis	10	15	23	45	90
Washington DC	18	27	41	81	162
Virtual	127	127	127	191	286
Total Earned Revenue	40,000	108,256	238,698	366,160	585,749
Total Revenue	394,270	629,040	896,916	1,634,664	2,491,742
Total Expenses	390,810	629,040	896,918	1,634,664	2,491,742

BOARD DEVELOPMENT

THE LEANDRO CASE

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The NC State Board of Education is part of the Leandro Case, a lawsuit that states NC is not providing a basic and sound education to every student in NC.

NC GOVERNOR'S EDUCATION CABINET

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The Governor's education cabinet received $250K from the Gates Foundation to support teacher recruiting in NC.

DR. WILCOX

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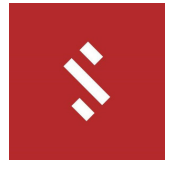
Charlotte - Mecklenburg Schools Superintendent

NEXT STEPS

Q + A

SCHERMCO

THANK YOU

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