

1 Serve More Kids, More Often



	Strategic Objectives	March 2023 Update
1.1	Strengthen existing and establish new partnerships .	<ul style="list-style-type: none">• Programmatic partnerships include a revised MOU with Chris 180 to focus on training and capacity building and Big Brothers Big Sisters Metro Atlanta to provide mentoring in Cobb County.
1.2	Strengthen current service delivery model(s) and implement new innovative approaches such as virtual, Saturday and school day programming.	<ul style="list-style-type: none">• Launched second year of Saturday programming at 4 sites.• Conducting virtual parent and family engagement sessions through partnership with Parent University.• Conducted discovery calls with Esports and Gaming organizations Next steps: Develop plan for execution, including decision matrix by summer 2023; Enter MOU with Skillshot Media
1.3	Develop & implement a future footprint strategy that includes maximizing our current capacity, growth to areas of greatest need and closures based on a set of criteria being met.	<ul style="list-style-type: none">• BGCMA has continued to work to expand our reach through developing deeper partnership and collaborations with local school systems. For example, BGCMA opened its newest Club in Dekalb County Schools (McNair). Clayton County Schools continues to explore opportunities to serve additional young people and expand our reach.

