

# The PREP Academy

1 YEAR Business Plan, 2025-2026



## Introduction

As part of The PREP Academy's ambitious three-year strategic plan to 2028, this one-year business plan sets the stage for achieving the broader objectives from January 1, 2025 - January 30, 2026. It emphasizes immediate action and collaboration as we build a solid foundation for long-term success. By the end of 2025, we will have measurable progress in program participation, student engagement, employee satisfaction, board engagement, fund development and donor engagement, propelling us toward our vision of shaping futures for African NS students.

In Year 1 we're focused on building the blueprint and foundation elements. In Year 2 and 3 we will amplify expanded services, deepen our community engagement and sustain our legacy by achieving long-term impact.

## Three Year Vision Statement

By 2028, we will be delivering exceptional student-centered experiences across 10 high school locations in the province, reaching 3 new regional centres for education, supporting 350 students with personal development credits. Parents and students will have access to in-person programming at a PREP Academy Community Hubs. Our passionate team will grow in size and skill, with new finance, fund development and community outreach departments, with a well developed student hiring model that supports PREP Alumni with career development.

We will be leading a charity of choice in empowering African Nova Scotian students to achieve their full potential through higher education, the one-stop shop for College & University PREP in Nova Scotia, known for our innovative and transformative opportunities and impactful partnerships that provide life-changing opportunities to students in high school and postsecondary.

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## About The PREP Academy

The PREP Academy is a provincial non-profit community based organization that inspires and prepares African Nova Scotian high school students for college, university and beyond. Our programs and services help students, parents, guardians and proxies access resources and information while receiving support navigating college and university processes.

## Vision

Influence social and economic impact within the historic African Nova Scotian communities by increasing the number of students who are prepared for, and complete a higher education.

## Values

Our three-year strategic plan will be rooted in our organizational values and behaviours, using them as a compass to ensure that we remain aligned in carrying out the vision and supporting us to unlock new potential and surpass previous milestones.

*Black Excellence:* We are approaching education in a different way. We drive individual excellence. We are committed to creating the unordinary. We educate and empower students towards lifelong learning.

*Community Minded:* We cannot move alone, it takes a village. We center our community in everything we do. We unite and collaborate to advance community. We build a sense of community and belonging for our students.

*Authentic Impact:* We know who we are here to serve. It's all about the stories and experiences of our students. We are grounded in our history and our roots. We cultivate intentional and quality relationships. We stay true to create opportunities and enact change.

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## Driving Our Priorities

As we chart the course for the next year we will hyper focus on six Key Action Areas that stem from our three strategic priorities: Operational Excellence, Exceptional Student Experience, and Strategic Collaborations. The six key action areas reflect our mission, align with our values, and respond to the evolving needs of our students and community.

### Six Key Action Areas:

1. Establish, evolve and digitize policies and processes that strengthen internal infrastructure, enhance employee satisfaction, strengthening our ability to fulfill our vision effectively.
2. Enhance board governance and engagement and create meaningful opportunities for committee participation to support strategic growth.
3. Secure long-term sustainability by cultivating diverse and reliable funding sources. We will deepen meaningful donor relationships and streamline stewardship processes.
4. Expand our reach and increase the number of PREP's postsecondary workshops delivered through community outreach initiatives.
5. Strengthen the engagement of students in PREP's Cohort programming.
6. Establish new partnerships that provide exclusive opportunities and pathway programs and expand our visibility within the community.

Together, they form a cohesive framework, individually creating meaningful and measurable metrics and performance indicators that will serve as guides in shaping our efforts and ensuring that our resources are aligned to our collective vision.

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## Key Action Areas and Metrics

**Strategic Priority #1: Operational Excellence:** Through continuous improvement, accountability and innovation, we will be a model of effectiveness.

Key Action Areas	Metrics & Performance Indicators
We will establish, evolve and digitize policies and processes that strengthen internal infrastructure, enhance employee satisfaction, strengthening our ability to fulfill our vision effectively.	100% of the HR audit completed by July 1, 2025.
	7 HR policies reviewed, updated or newly developed.
	3 processes digitized.
	Employee satisfaction survey score before and after implementing updated policies.
We will enhance board governance and engagement and create meaningful opportunities for committee participation to support strategic growth.	3 new or revitalized committees established that align with strategic priorities.
	8 actionable recommendations made by committees that align with strategic growth.
	100% of Board members actively serve on at least one committee.
	2 meaningful engagement opportunities created for Board members to attend.
	100% of Board members participating in the annual Board evaluation survey by Dec 11, 2025.
	90% of Board members satisfied with governance and engagement opportunities via survey.

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	80% of Board members reporting increased engagement in a post-implementation survey.
We will work to secure long-term sustainability by cultivating diverse and reliable funding sources. We will deepen meaningful donor relationships and streamline stewardship processes.	Achieve Charitable status within the year.
	Achieve a minimum of \$800,000 in funding for fiscal 2025-2026.
	Raise a minimum of \$140,000 from new donors.
	Achieve 80% donor retention rate.
	4 touch points per donor annually.
	Launch 3 social media campaigns to highlight organization impact.
	30% increase in online donor engagement.
	100% of donors transitioned to a digital CRM by May 30, 2025.
	6 staff trained in Donor Management.
	3 Fund Development Interns hired.

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## Key Action Areas and Metrics

**Strategic Priority #2: Exceptional Student Experience:** Create transformative and student centred experiences through innovative educational programs by focusing on holistic student development and adapting to the students’ evolving needs.

Key Action Areas	Metrics & Performance Indicators
We will expand our reach and increase the number of PREP workshops delivered through community outreach initiatives.	We will deliver 6 workshops in community settings.
	We will deliver 10 in-person workshops at high schools that are not currently served by PREP.
	4 new community partnerships developed.
	Produce 20 new online digital resources to educate and inform students via videos, podcast episodes and digital resources.
We will strengthen the engagement of students in PREP’s Cohort programming.	Achieve Personal Development Credit renewal in Q2.
	100% of PREP’s Personal Development Credits on Google Classroom.
	6 PREP Alumni hired as Interns.
	1 new Student Success Coach Training Guide developed by August 29, 2025.
	Achieve 15% or lower in non-active student engagement levels.
	90% of alumni maintaining contact or involvement with the program after graduation.

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	80% attendance rate for school workshops.
	80% of students remain active from start to finish.
	Student satisfaction survey score increase year over year.
	Improvement in students' knowledge levels, measured through pre and post-program surveys.
	Number of actionable suggestions from students implemented to improve the program.

## Key Action Areas and Metrics

**Priority #3: Strategic Collaboration:** Prioritizing collaboration to help us improve lives, empower communities and drive systemic change.

Key Action Areas	Metrics & Performance Indicators
We will establish new partnerships that provide exclusive opportunities and pathway programs and expand our visibility within the community.	5 new partnerships established with written MOUs.
	3 new exclusive opportunities or pathway programs created.
	5 new partnership announcements via social platforms.
	Feedback and satisfaction levels from students benefiting from the exclusive opportunities and pathway programs.