

# The PREP Academy

Year 2 Business Plan  
July 1, 2026 - June 30, 2027



## Introduction

Year 2 marks an exciting chapter in PREP's three-year strategic journey. After spending the past year strengthening our organizational foundation through new leadership, improved systems, and enhanced operational capacity, we are well positioned for thoughtful and sustainable growth.

This business plan outlines how we will continue expanding opportunities for African Nova Scotian youth while strategically investing in the people, partnerships, and systems that will strengthen our long-term impact. This year, our focus is on expanding leadership capacity, strengthening our fundraising and communications functions, increasing our presence in rural communities, growing strategic partnerships, expanding into new school communities, and advancing our alumni and workforce readiness strategy to better support students beyond graduation.

Every priority, initiative, and investment outlined in this plan is designed to move PREP one step closer to achieving our 2028 vision.

## 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 community-based, provincial serving charitable organization that inspires and prepares African Nova Scotian students for college, university, apprenticeship, 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 extraordinary. 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.

## Strategic Priority #1: Operational Excellence

Through continuous improvement, accountability and innovation, we will be a model of effectiveness.

| Key Action Areas                                    | Metrics & Performance Indicators                                                                               |
|-----------------------------------------------------|----------------------------------------------------------------------------------------------------------------|
| <b>Revenue Diversification &amp; Sustainability</b> | Strengthen long-term fundraising sustainability through diversified revenue opportunities                      |
|                                                     | Deepen donor engagement, recurring giving, and long-term stewardship practices                                 |
|                                                     | Develop industry-aligned funding and partnership opportunities connected to skilled trades and career pathways |
|                                                     | Advance unrestricted and earned revenue opportunities to support long-term organizational sustainability       |
|                                                     | Build government relationships that support long-term collaboration and investment opportunities               |
| <b>Enhance and Scale with Purpose</b>               | Enhance internal systems, processes, and operational consistency                                               |
|                                                     | Strengthen staff development and accountability practices                                                      |
|                                                     | Enhance cybersecurity, technology, and operational safeguards                                                  |
|                                                     | Establish financial planning and forecasting practices                                                         |
|                                                     | Sustain and strengthen systems established in Year 1                                                           |

## 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.

|                               |                                                                                 |
|-------------------------------|---------------------------------------------------------------------------------|
| <b>Scaling Student Impact</b> | Expand Student Services capacity to support organizational growth               |
|                               | Enhance impact measurement, retention tracking, and data systems                |
|                               | Activate Alumni Engagement Strategy                                             |
|                               | Strengthen outreach and engagement in rural communities                         |
|                               | Expand PREP's reach to serve more youth across Nova Scotia                      |
|                               | Continue growing PREP's community and school-based presence across the province |

## Strategic Priority #3: Strategic Collaboration

Prioritizing collaboration to help us improve lives, empower communities and drive systemic change.

| Key Action Areas                                      | Metrics & Performance Indicators                                                |
|-------------------------------------------------------|---------------------------------------------------------------------------------|
| <b>Collective Impact &amp; Community Partnerships</b> | Strengthen community volunteerism and mentorship opportunities                  |
|                                                       | Position PREP's Hub as welcoming environment for collaboration and impact       |
|                                                       | Increase community access and engagement through shared programming initiatives |
|                                                       | Enhance community participation through collaborative programming models        |
| <b>Amplifying the PREP Movement</b>                   | Enhance storytelling and impact-driven communications                           |
|                                                       | Expand organizational awareness and public engagement efforts                   |
|                                                       | Advance strategic communications and stakeholder engagement efforts             |
|                                                       | Position PREP as a trusted leader in Black youth education and empowerment      |