



DIY Girls mission is to increase girls' interest and long-term success in technology, engineering and making through innovative educational experiences and mentor relationships.

DIY Girls Strategic Plan 2022-2027 Overview

Through a comprehensive planning process, DIY Girls has established a five-year strategic plan. This plan seeks to further strengthen DIY Girls programs and organizational capacity to position the organization for expansion, including the addition of 16 more schools by 2025-2026, where DIY Girls will more than double the number of schools and girls served.

Strategic Priorities 2022-2027

STRATEGIC PRIORITY 1: ADDRESS HOLISTIC NEEDS OF GIRLS

Better serve the holistic needs of our girls with a focus on strengthening integrating social emotional learning (SEL) and career exploration with STEM.

STRATEGIC PRIORITY 2: INCREASE CONTINUITY OF PARTICIPATION

Increase continuity of participation in DIY Girls from elementary through middle & high school.

STRATEGIC PRIORITY 3: STRENGTHEN PROGRAMS & ORGANIZATION FOR EXPANSION

Strengthen organization & programs foundation for expansion to more schools within the region and serve more girls. Prioritizing continuity from elementary through middle & high school.

Strategic Objectives 2022-2027

STRATEGIC OBJECTIVE 1: STEM - SCIENCE, TECHNOLOGY, ENGINEERING, MATH & MAKING

Increase STEM knowledge and interest of STEM fields

- Work with consultants to develop a new middle school and high school curriculum.
- At the elementary school level, we will integrate a solar panel project and reduce the number of hands-on projects in order to further integrate SEL and career exploration.

STRATEGIC OBJECTIVE 2: SOCIAL EMOTIONAL LEARNING (SEL)

Further integrate social emotional learning (SEL) into programs

- DIY Girls will contract with an external SEL expert/consultant to review and update its program curriculum to further integrate social/emotional wellness.

STRATEGIC OBJECTIVE 3: CAREER EXPLORATION

Further integrate career exploration into programs

- All programs: Review & update curriculum to further integrate career exploration.
- Cement career exploration as a key element in our programs, ensuring all students across our programs hear from industry professionals.

STRATEGIC OBJECTIVE 4: PROGRAM EVALUATION

Update program evaluation to align with new strategic priorities and objectives

- All programs: assess and update program evaluation to ensure proper tracking and projection of the impact and outcomes of programs and meet our programmatic strategic priorities.

STRATEGIC OBJECTIVE 5: PARTICIPANT TRACKING

Update participant tracking system with goal to increase engagement & continuity

- Organization Wide: Update participant tracking system to help us better serve girls over time (recruitment, retention and continuity) and identify priority schools to expand to.

STRATEGIC OBJECTIVE 6: STAFFING STRUCTURE

Update staffing structure for future growth

- Update staffing structure and hire staff to bring more support and expertise to programs.
- Hire staff with more youth development experience in addition to STEM.
- Help position DIY Girls to ramp up staffing for expansion.

STRATEGIC OBJECTIVE 7: EXPANSION

Expand to more schools/serve more students with a priority on continuity

- The organization is projected to grow annually and double in size.
- Expand to more schools/serve more students with a priority on addressing continuity and program feeder schools within the Northeast San Fernando Valley region of Los Angeles.
- Projected expansion: 16 new schools by the 2025-2026 academic year, including five elementary, six middle, and five high schools.

STRATEGIC OBJECTIVE 8: JUSTICE, DIVERSITY, EQUITY & INCLUSION (JDEI)

Further integrate Justice, Diversity, Equity & Inclusion (JDEI)

- Continue to develop a JDEI work plan in year one and begin implementation of additional activities and initiatives to further integrate JDEI into the organization, staff, & programs.
- Explore opportunities to effectuate systemic change to make progress towards our long-term vision where more women of color from under-resourced communities are represented in STEM fields.

STRATEGIC OBJECTIVE 9: COMMUNICATIONS & DEVELOPMENT

Update development & communications to meet strategic priorities

- Organization wide: Create a robust development/communications strategy to best align and support the organization's strategic priorities.