

# Edessa School of Fashion Strategic Plan: Detailed Summary

## Mission Statement:

Edessa School of Fashion engages talented students to become successful professionals in the global fashion industry.

## Goals and Progress

### 1. Recruit and Retain a Diverse Student Body with a Passion for Fashion Excellence

#### 1.1 Outreach to Former Art Institute of Wisconsin Students

- **2022:** Successfully enrolled five former students, with others considering enrollment.
- **2024:** Continued outreach through local events, exhibitions, and fashion productions.

#### 1.2 Corporate Outreach for Educational Advancement

- **2022:** Established partnerships with Indie Fashion, Nordstrom, Anthem BC/BS, Black Arts Festival, and others.
- **2023:** Developed relationships with Kohl's, NOIR Fashion Week, Milwaukee Art Museum, and various local organizations.
- **2024:** Expanded partnerships with Stacy Adams, Milwaukee Symphony Orchestra, and others.

#### 1.3 Engagement with Regional High School Art Teachers

- **2022:** Developed a joint pre-college program with UWM and Milwaukee Public Schools; facilitated a middle school summer camp.
- **2023:** Completed the first joint pre-college program and partnered with Fashion Fest MKE.
- **2024:** Created monthly networking and educational events through the Milwaukee Fashion Network.

### 2. Expand Outreach with Increased Promotion and Branding

#### 2.1 Branded Omnichannel Recruitment Package

- **2022:** Began developing partnerships to create a recruitment package.
- **2024:** Progress continues on recruitment package development.

#### 2.2 Targeted Social Media and Digital Programs

- **2022:** Established a presence on Facebook, LinkedIn, Instagram, and Twitter; featured on six TV news segments.
- **2023-2024:** Continued media attention through local TV, NPR, PBS, and Spectrum 1.

## **2.3 Website Development**

- **2022:** Website undergoing upgrade.
- **2023-2024:** Ongoing improvements to the website.

## **2.4 Development of Collateral Materials and Brochures**

- **2022:** Continued development of recruitment brochures.
- **2023-2024:** Hired a Digital Marketing Director; new materials under development.

## **2.5 High School Student Recruitment Mailing**

- **2022:** Under development.

## **3. Increase Earned and Contributed Income for Financial Viability**

### **3.1 Operationalize the Board of Trustees for Outreach**

- **2022:** Held several community events; development ongoing.
- **2023-2024:** Continued outreach and development.

### **3.2 Create Volunteer Support Groups**

- **2022:** Development of ESoF friend's group.
- **2023:** ESoF group formed and developing.
- **2024:** Milwaukee Fashion Network established for networking and educational outreach.

### **3.3 Establish an Inside Membership Organization**

- **2022:** Ongoing discussions with Nordstrom and Goodwill; created an archive for Goodwill's historic costume collection.
- **2023-2024:** Evolved into the Milwaukee Fashion Network, meeting monthly.

### **3.4 Engage Industry Groups in Educational Activities**

- **2022:** Developing partnerships with the Milwaukee Art Museum (MAC).
- **2023-2024:** Continued development of partnerships with museums and the Milwaukee Central Library.

### **3.5 Establish a Fundraising Program**

- **2022:** Contracted a third party for fundraising; submitted several grants.
- **2023-2024:** Ongoing fundraising efforts, including grant submissions and corporate sponsorships.

## **4. Cultivate the Board of Directors for Leadership and Support**

#### **4.1 Maintain and Adapt Edessa's By-Laws**

- **2022:** By-laws are a living document; no new amendments.
- **2023-2024:** Governance committee working on amendments for operational effectiveness.

#### **4.2 Circulate the Case Statement**

- **2022:** Case statement revised and recirculated.
- **2023-2024:** Ongoing presentation to targeted organizations and grant sources.

#### **4.3 Develop a Matrix for Ideal Board Member Characteristics**

- **2022:** Matrix under construction.
- **2023-2024:** Governance committee working on matrix development.

#### **4.4 Establish a Candidate List for the Board**

- **2022:** Candidate list to be developed from the matrix.
- **2023-2024:** Identified and recruited new board members; ongoing efforts to identify potential candidates.

#### **4.5 Prioritize Board Membership Candidates**

- **2022-2024:** Ongoing development and prioritization of board candidates.

#### **4.6 Develop the Nominating Committee**

- **2022-2024:** Governance committee involved in nominating committee activities.

#### **4.7 Engage Existing Directors in Leadership Discussions**

- **2022-2024:** Committees being convened as needed.

### **Future Vision (5-Year Goals)**

- **Title IV Certification**
- **Regional Accreditation**
- **Two Full Graduating Classes Completed**
- **Enrollment of Over 160 Students**
- **Graduate Assistance in Employment**
- **Training Partnerships with Regional Industry Organizations**
- **International Accreditation**
- **Partnerships with Local and International Schools (e.g., MSOE, Paris American Academy)**

This summary provides an overview of Edessa School of Fashion's strategic goals and progress, emphasizing the institution's commitment to student recruitment, branding, financial stability, and governance.