

LETTER FROM THE BOARD PRESIDENT

January 2021

Dear Colleagues:

This is a turning point in East Side Education Foundation (ESEF) history. As a maturing, non-profit organization, we can speak to a long history of advocacy, professionalism, and community building for educational excellence, equity, and success. Now, we have an unprecedented opportunity to reposition the Foundation as one of the Bay Area's most leading and responsive expert and advocate in addressing student success through a focus on increasing college completion rates for East Side students. This strategic plan introduces East Side Education Foundation ASPIRES (Academic Success through Partnerships for Innovations, Resources, Equity, and Sustainability), our new leadership strategy for dramatically improving the educational landscape for East Side students and for the educators and families who support them. We intend to make true a visionary future for our organization and a powerful vision of East Side student success.

In order to achieve our focused vision for the future and outcomes and the Board's new goals and initiatives as effectively as possible, we need to ensure that all our other organizational functions and decision-making are aligned to optimally support this educational outcome. ESEF ASPIRES is the vehicle that will allow us to operationalize that intent of achieving a sustainable system of high performing 21st century college-educated youth in East Side communities.

We have taken a clear stand: Our vision for East Side student success and our leadership strategy will be the drivers of our decision-making and improvement efforts. ESEF ASPIRES is our educational solvency plan, which we will use in concert with our fiscal solvency plan to enact our organizational values, priorities, and initiatives. ESEF ASPIRES represents an explicit investment in values-driven, principles-based educational planning and reform for success for East Side's most vulnerable students.

As part of this moral imperative and guided by a commitment to equity, high expectations, and accountability, we resolve to support safe and healthy learning environments for our children and youth. We further resolve to encourage all East Side students to be college, career, and 21st century ready, to help ensure high-level achievement among the most underserved student populations. Locally, our primary resolve will be to support students eligible for the Spartan East Side Promise Program. These resolves will help drive our decision-making and create an environment that promotes actively engaged and supportive communities. We are eager to move from mere words to concerted action and look forward to inspiring our members and partners to join us in this worthy endeavor.

Respectfully,
Daniel Moser • ESEF President