

1. CORE ASSUMPTIONS

Strategic	<ul style="list-style-type: none"> • We create value for the brands we represent • We provide merit based awards • We build a network of socially conscious, service minded change agents • We focus our development opportunities exclusively on Coca-Cola scholars & alumni
Operational	<ul style="list-style-type: none"> • We communicate openly & candidly with one another & address problems quickly • We will staff our team efficiently & effectively to meet our needs and reflect the needs of our scholar/alumni network • We share tools, expertise & technology • We leverage the talent, time and resources of our system & network • We collaborate cross-functionally & incorporate relevant parties
Financial	<ul style="list-style-type: none"> • We will be good stewards of our resources • We will be compliant & meet our fiduciary responsibilities • We have investment policies that guide our decision • The general fund pays for scholarships • The legacy fund pays for development opportunities for scholars & alumni

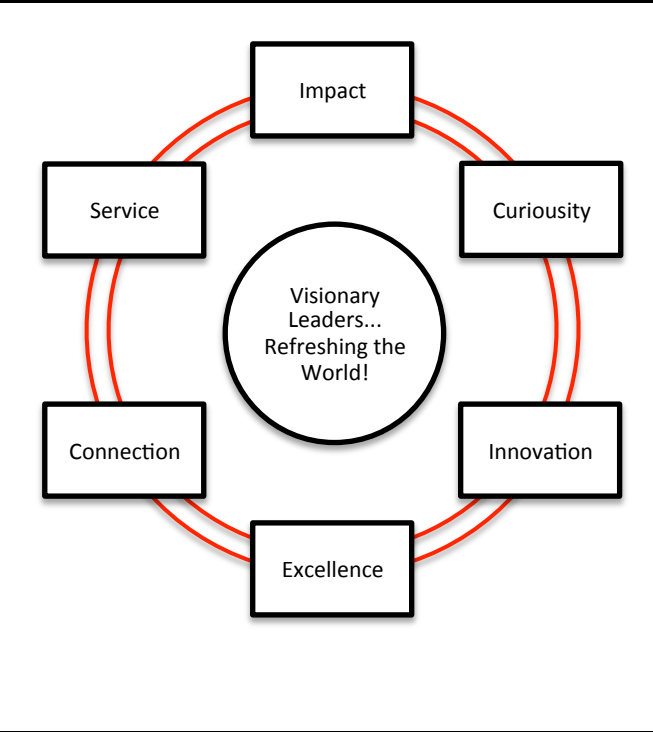
2. OUR MISSION

Visionary Leaders...
Refreshing the World!

3. OUR VISION

Where We Stand	Where We're Headed	How We'll Get There
<ul style="list-style-type: none"> • We have a few “cracks” – areas to improve • We have like minded, connected scholars • We are a team, working together • We are “summit” people • Aware of where we are as an organization vs. silos • Aware of the challenges in front of us • Poised well for growth & to better select & support our leaders • We are short handed 	<ul style="list-style-type: none"> • We want to be stronger & more stable • We're going to grow • On a mission • Trying to reach a higher purpose & outcome • Support each other across the valleys • Climbing up hill by doing this work • Connecting more deeply to our purpose on a daily basis with what we do • 'We're building an organization that is sustainable – and goes beyond us 	<ul style="list-style-type: none"> • Team work • Innovation • Build ideas & work together • Secure/increase funding • Engage scholars, alumni, system, company • Visionary leadership • Appeal to our stakeholder's (scholars) values • Avoid the risks & potholes • Collaboration • Trust • Love • Complete our staff/enhance technology • Personal & professional development • Develop our metrics • Define & measure our impact • Promote quality & integrity

4. OUR VALUE BUILDING CYCLE



5. CORE VALUES

Accountability
Respect
Reliability
Integrity
Responsibilities
Empathy

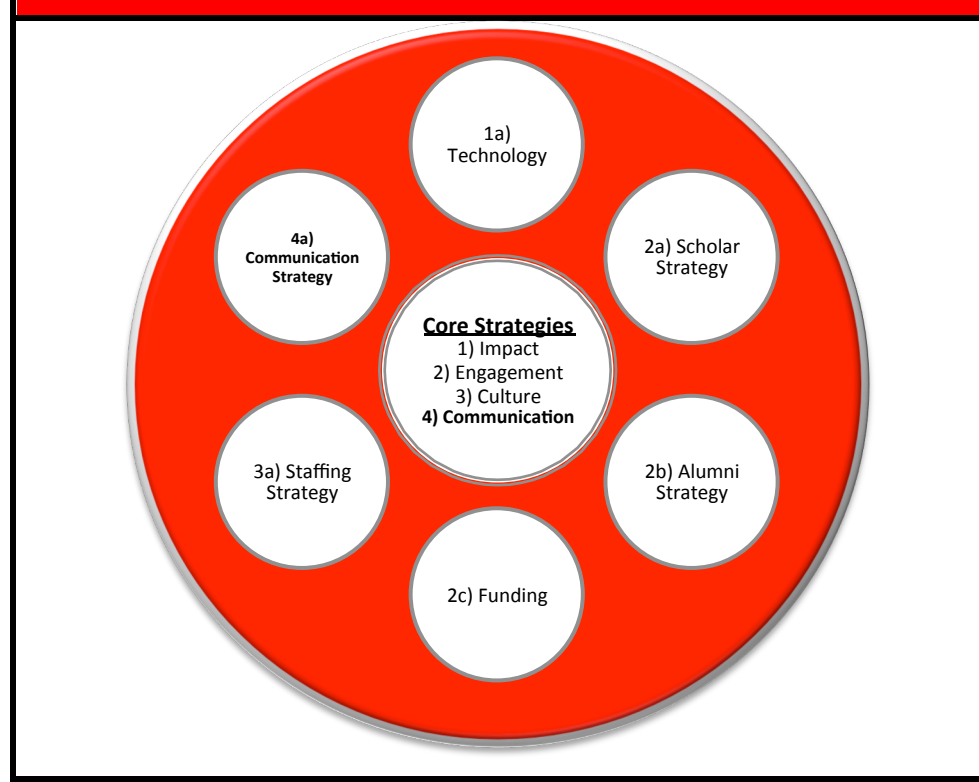
6. OUR BIG IDEA CORE

STRATEGIES	
Impact	We will define & measure the impact our scholars and alumni are making the demonstrate value.
Engagement	We will provide unique opportunities to engage stakeholders to strengthen and sustain our network and connections.
Culture	We will shift the way we work together and collaborate with trust, innovation & candor.
Communication	We will proudly tell our story through a variety of channels to position CCSF as the premiere scholarship program for visionary leaders.






7. OUR STRATEGIC CONTROL PANEL

Risk – Constraint Pyramid	Our Performance Model	Performance Drivers																																																																						
	<ul style="list-style-type: none">• Selection • Scholars <ul style="list-style-type: none">◦ Engagement • Impact • Alumni <ul style="list-style-type: none">◦ Engagement ◦ Impact • Communications • Financial <ul style="list-style-type: none">◦ Operations ◦ Fundraising ◦ Funding • Team Dynamics 	<table><tr><th>High</th><th colspan="4">Low</th></tr><tr><th>1</th><th>2</th><th>3</th><th>4</th><th>5</th></tr><tr><td></td><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td>Positive Collaboration</td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td>Diversified Revenue</td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td>Communication Strategy</td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td>Impact Measurement (Alumni)</td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td>Impact Measurement (Scholars)</td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td>Technology</td><td></td><td></td></tr></table>	High	Low				1	2	3	4	5								Positive Collaboration										Diversified Revenue										Communication Strategy										Impact Measurement (Alumni)										Impact Measurement (Scholars)										Technology		
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8. OUR WIN WHEEL



9. ACTION INITIATIVE PROFILE

#	Objective	Key Deliverables	Leader	Team	Start Date	Status
1a	To establish a system of tools that enhance, streamline & support our work.	<ol style="list-style-type: none"> 1. Evaluate current state 2. Launch portals 3. Collect & maintain data 4. Establish implement plan for ongoing maintenance 5. Develop & determine plan for future needs 	Emily	Lauren, Erica SR: Jamie, LaQuanda	2-22-16	
2a	Implement & assess a robust program for engagement & impact.	<ol style="list-style-type: none"> 1. Launch coaching pilot 2. Collect & analyze engagement/impact data 3. Assess scholar needs 4. Integrate & validate value building cycle 5. Develop & determine plan for future needs 	Jamie	Carolyn, Erica, LaQuanda SR: Emily	2-22-16	
2b	Assess & implement a robust program for alumni to increase engagement & impact.	<ol style="list-style-type: none"> 1. Launch & assess progress of portal 2. Implement & build annual calendar 3. Process & procedure development & management 4. Assess future needs & impact 5. Develop & determine plan for future 	Carolyn	LaQuanda, Jamie, Erica SR: Emily, AAB	2-22-16	
2c	Develop a strategy & plan for long-term sustainability.	<ol style="list-style-type: none"> 1. Assess current state (secure data) 2. Build on impact & leverage communication to build good will 3. Analyze data to identify opportunities 4. Ask & secure funding 	Mark	LaQuanda, Jane SR: AAB's, Development Committee & BOD	2-22-16	
3a	Develop & strengthen fast paced, high performing team that serves & reflects our stakeholders.	<ol style="list-style-type: none"> 1. Assess current capacity & responsibilities 2. Identify & determine needs 3. Develop & implement aligned structure 4. Define & clarify roles & decision making (DCIM) 5. Integrate & monitor core values (culture) 6. Define & communicate workplace policies & programs 	Ericia	Jane, Jamie SR: Mark	2-19-16	
4a	To proudly tell our story through a variety of channels to position CCSF as the premiere scholarship program for visionary lenders.	<ol style="list-style-type: none"> 1. Research & identify strategy template 2. Identify & evaluate stakeholders needs 3. Determine & develop high impact messages & stories 4. Determine measures of success 5. Implement plan 6. Assess & monitor effectiveness 	Lauren	Jane, Carolyn SR: PAC	4-1-16	