



Reading Assist

# Strategic Plan

2023-2026



## Mission:



Reading Assist provides intensive services for young, at-risk children with the most significant reading challenges so that they achieve reading progress and proficiency.

## Ambition:



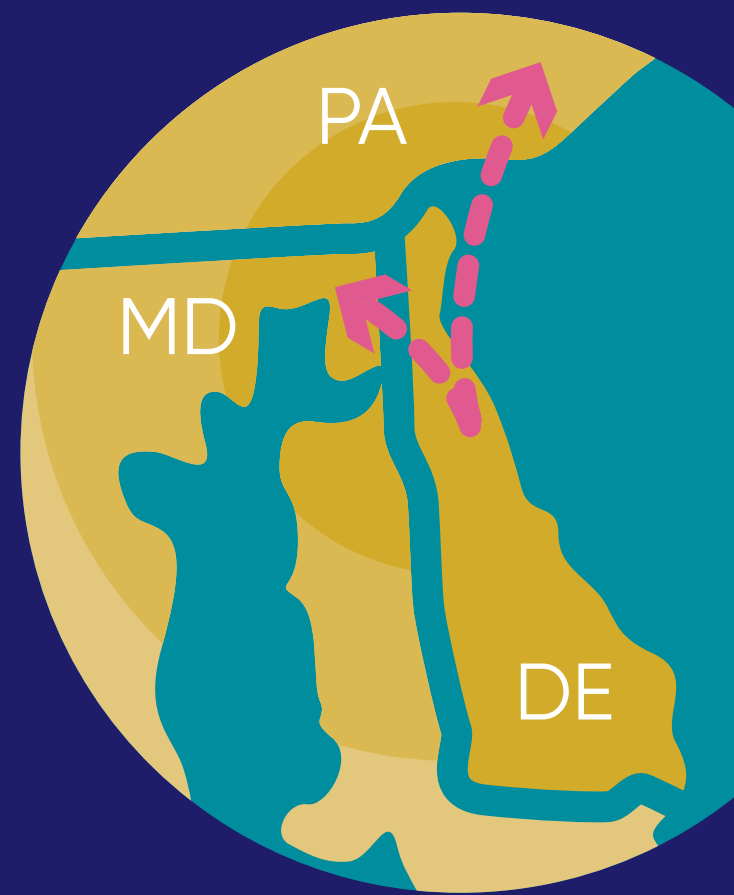
Reading Assist will become the leading regional expert and trusted provider of reading instruction and intervention for young, struggling readers.

We will grow to serve **10,000** students with **90%** reaching benchmarks in foundational skills within **1** year. 





## Goals:



### Expand

**Impact more students to meet benchmarks.**

1. Establish new partners in 3 states (PA, DE, +1) by 2026.
2. Expand to 12 District partnerships with an average of 500 students per district for a total of 6,000 kids by 2026.
3. Reach benchmarks on foundational skills for 85% of students within 1 year by 2025.

### Structure

**Codify replicable program model(s) and build a strong operating model.**

1. Achieve 60 partner net promoter score.
2. 90% of partner decision-makers want to renew year over year.
3. Achieve 70 staff promoter score and 50 Fellow/Tutor promoter score.

### Resource

**Garner the financial and human resources needed to meet the needs of our program and partners.**

1. Increase quality tutors by 3-4x by 2028.
2. Increase total revenue to \$10M by FY2026, and \$25M by FY2028.
3. Lower cost per student served by FY2026.

