

## MISSION

Through media arts education, Wide Angle Youth Media (WAYM) cultivates and amplifies the voices of Baltimore youth to engage audiences across generational, cultural, and social divides. Our programs inspire creativity and instill confidence in young people, empowering them with skills to navigate school, career, and life.

### Strategic Plan Goals

Over the next five years, WAYM will **strengthen** its successful model of engaging and mentoring young people through media arts education; **expand** the age range of participants from 10-20 to 10-24; and **build** clear pathways for youth development as artists, students, and citizens. WAYM will do this by maintaining intentionality in **recruitment** and community **partnerships**, emphasizing postsecondary **success** and workforce development, sharing youth **voice**, and building a staffing **culture** that echoes the organization's mission, vision, and values.

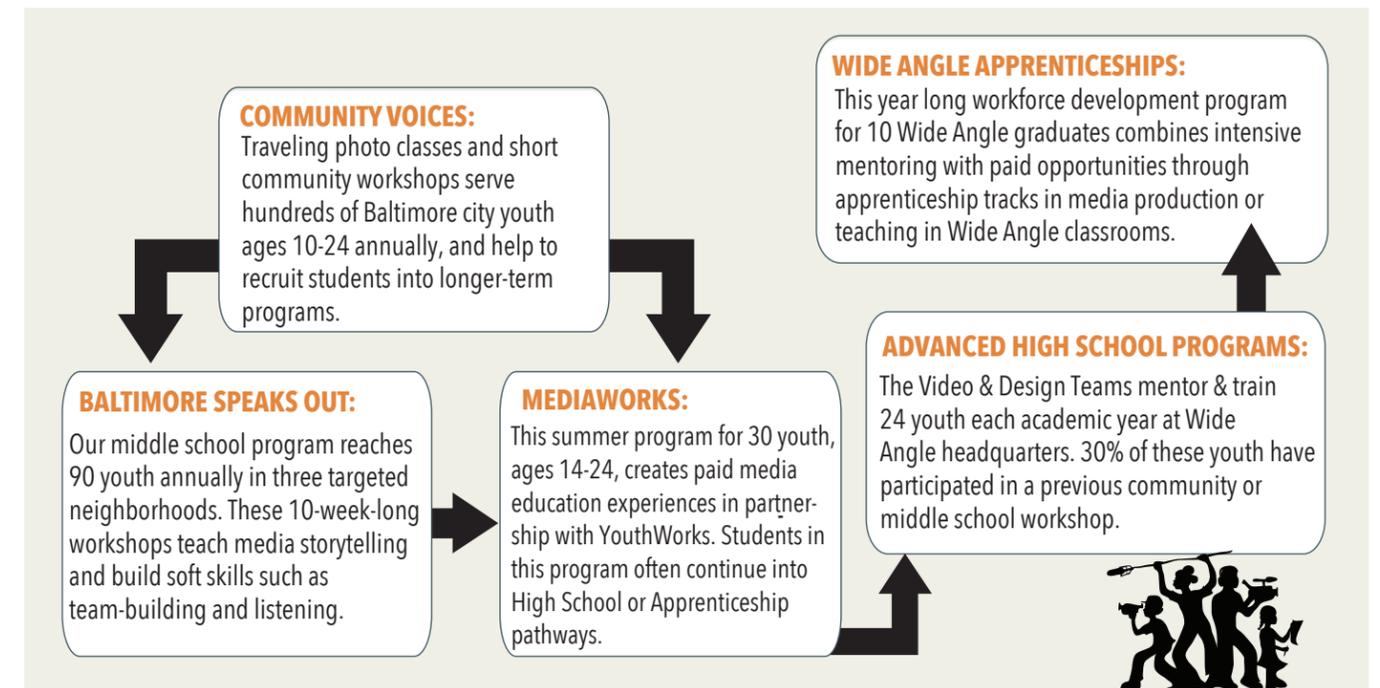


### Key Goal Drivers

- Meeting the needs of the whole student, both within and outside of its traditional educational model.
- Increasing our commitment to sharing youth voices.
- Investing in staffing that will emphasize the organization's sustainability and continuity.
- Prioritizing quality over quantity.



## WAYM PROGRAMMING PATHWAY



## GOAL HIGHLIGHTS

### Goal: Foster Lifelong Learning

**Objective:** Teach technical, 21st Century leadership skills and provide mentorship.

**Outcome:** Address the needs of the whole student, overcoming historical barriers to success.

**Objective:** Expand practical and tangible workforce training and certification to a broadened age range of participants to 10-24.

**Outcome:** Inspire young adults to fulfill their goals in college, career, and throughout life.

**Objective:** Offer college campus visits, application and financial aid workshops, student and family guidance; and forge institutional partnerships.

**Outcome:** Strengthen our college-bound culture and instill high expectations in our students.

### Goal: Amplify Youth Voice

**Objective:** Develop advertising, PSAs, community screenings, & annual toolkits to share with 3-5 key distribution partners.

**Outcome:** Engage diverse audiences and create broader awareness of issues impacting Baltimore youth.

**Objective:** Intentionally recruit, enroll, coach, and amplify youth voices from underserved communities.

**Outcome:** Build students' pathways for success in school, college, and fulfilling careers.

**Objective:** Widen distribution to national & global channels.

**Outcome:** Increase the impact Baltimore youth have in social equity conversations throughout the world.

### Goal: Build Capacity

**Objective:** Develop new staff positions, organizational structure, professional development opportunities, and external partnerships.

**Outcome:** Strengthen WAYM's capacity to sustain our reach and impact.