



ReDefiners  
WORLD LANGUAGES

# 2020 ANNUAL REPORT 2021 STRATEGIC GOALS

Chantelle Daniels - Executive Director





# Overview

## Report Contents

The Big Picture: Who We Are

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# THE BIG PICTURE: WHO WE ARE...

VALUES & TEAM

# REDEFINERS: WHO WE ARE

## MISSION

To promote social change, create equity in educational opportunities and to provide a competitive advantage to youth and adults.

## VISION

To see U.S. citizens embrace multilingualism and celebrate multiculturalism.

## CORE VALUES

- All children are capable & deserving of language learning
- Language learning needs to begin before age 11

## CORE VALUES

- Intercultural education promotes peace
- Students need to be equipped to become Global Citizens

President

Vice-President

Secretary

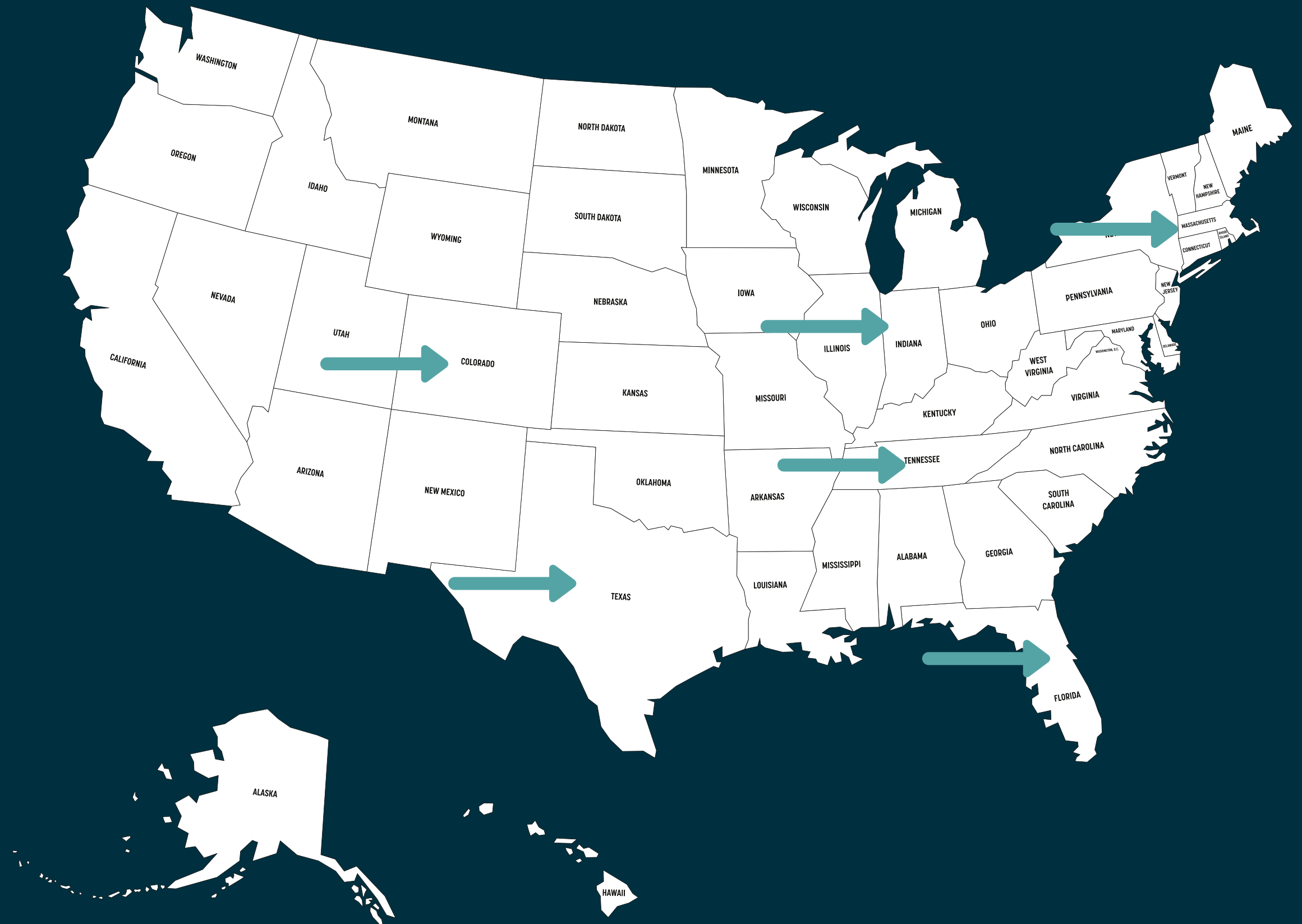
Treasurer

Members at Large

BOARD OF DIRECTORS

Governance & Oversight

9 Members



# Our Team





## STAFF

1 Full - Time Staff  
7 Part-Time Staff  
5 Volunteer Staff



## VOLUNTEERS

- 20 Active Volunteers
- Marketing
  - Copy Writing
  - Development
  - Administration



## CONTRACTORS

3 Operational Support  
3 Summer Enrichment  
Support

# Our Team



# WHO WE SERVE

PEOPLE & COMMUNITIES



## Underserved Communities

- Local non-profits organizations
- Urban Schools
- Community Centers
- Immigrants



## Schools

Hillsborough & Pasco Counties

- After-School Programs
- Private K-5 Schools
- Charter K-5 Schools



## At-Risk Students

Hillsborough County

- K-3 ESOL Students
- Alternative Schools & Centers



## Individuals Across US

- K-5 Students who want to learn
- Adults seeking to gain new skills

# CHILDREN, FAMILIES & ADULTS



# WHAT WE DO

PROGRAMS & SERVICES

# What We Do

**Arabic | English | Mandarin | Spanish**

## GENERAL COMMUNICATION SKILLS COURSES

- Adult
- K-5
- Intergenerational
- Live Virtual
- Tampa Based

## SUMMER CAMPS

- Spanish Immersion & Technology Program (Spanish LIT)
- ReDefiners STARTALK Language Immersion program
- Community Exposure Programs

## ACADEMIC TUTORING

- In-Home
  - K-3
  - At-Risk
  - Speakers of other Languages than English

# Why

## Language Education as a Tool

### HIGHER ACADEMIC ACHIEVEMENT

- Literacy Development
- Interdisciplinary learning
- Confidence building
- Expanded cognitive processes

### INCREASED CAREER OPPORTUNITIES

- Interpersonal Communication
- Bilingual Skills
- Increased confidence & competence

### SOCIAL CULTURAL DEVELOPMENT

- Intercultural Competence
- Anti-bullying
- Increase Self-Awareness

# KEY PARTNERS

COMMUNITY & CORPORATE





UNIVERSITY AREA  
DEVELOPMENT  
CENTER (UACDC)



CHILDREN'S HOME  
NETWORK

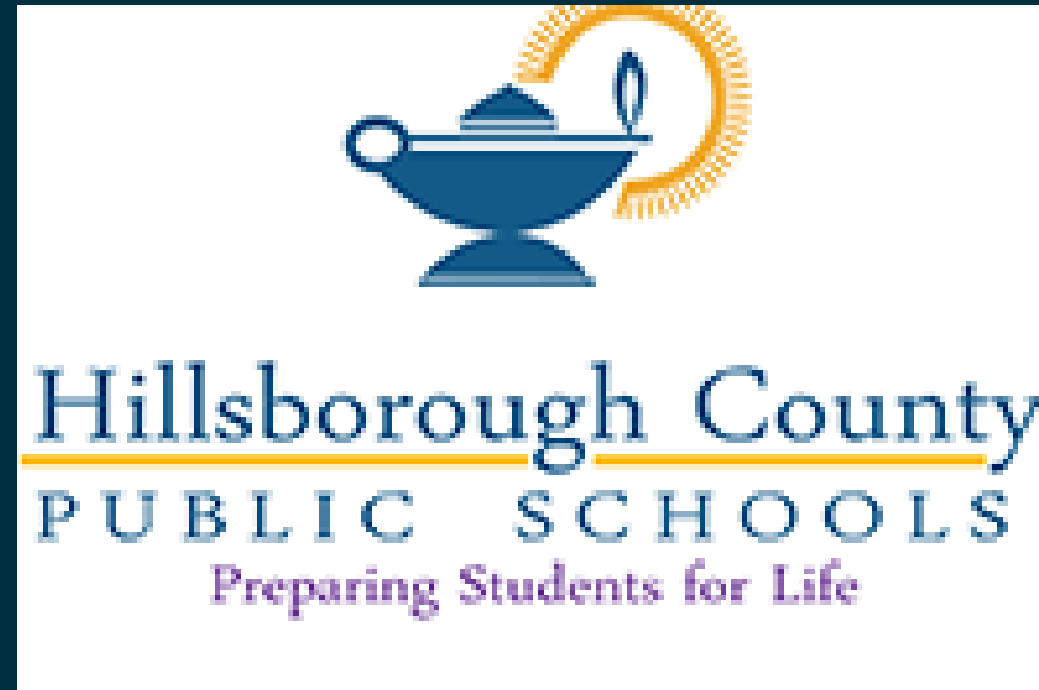


VILLAGE OF  
EXCELLENCE  
ACADEMY

# PROGRAM PARTNERS



PASCO AFTER  
SCHOOL  
ENRICHMENT  
PROGRAMS



HILLSBOROUGH  
COUNTY PUBLIC  
SCHOOLS: PROJECT  
PROMISE



CHILDREN'S BOARD  
FAMILY RESOURCE  
CENTERS

# PROGRAM PARTNERS



CHILES ELEMENTARY  
SCHOOL



PRODIGY CULTURAL  
ARTS



ISLAMIC SOCIETY OF  
TAMPA BAY

# PROGRAM PARTNERS

WESTSHORE  
PLAZA

WESTSHORE MALL



SIMPLY HEALTH  
CARE



UNIVERSITY OF  
SOUTH FLORIDA

UNIVERSITY OF  
SOUTH FLORIDA

# COMMUNITY ENGAGEMENT PARTNERS





CHILDREN'S BOARD  
OF HILLSBOROUGH  
COUNTY



ROOTS & SHOOTS



FIFTH THIRD BANK

**FUNDING PARTNERS**



PWC



TAPROOT +



SENIORS **in SERVICE**  
GEARED UP TO SERVE

SENIORS IN SERVICE

# CAPACITY BUILDING PARTNERS



JOB CORPS OF  
PINELLAS



SALESFORCE



GOOGLE

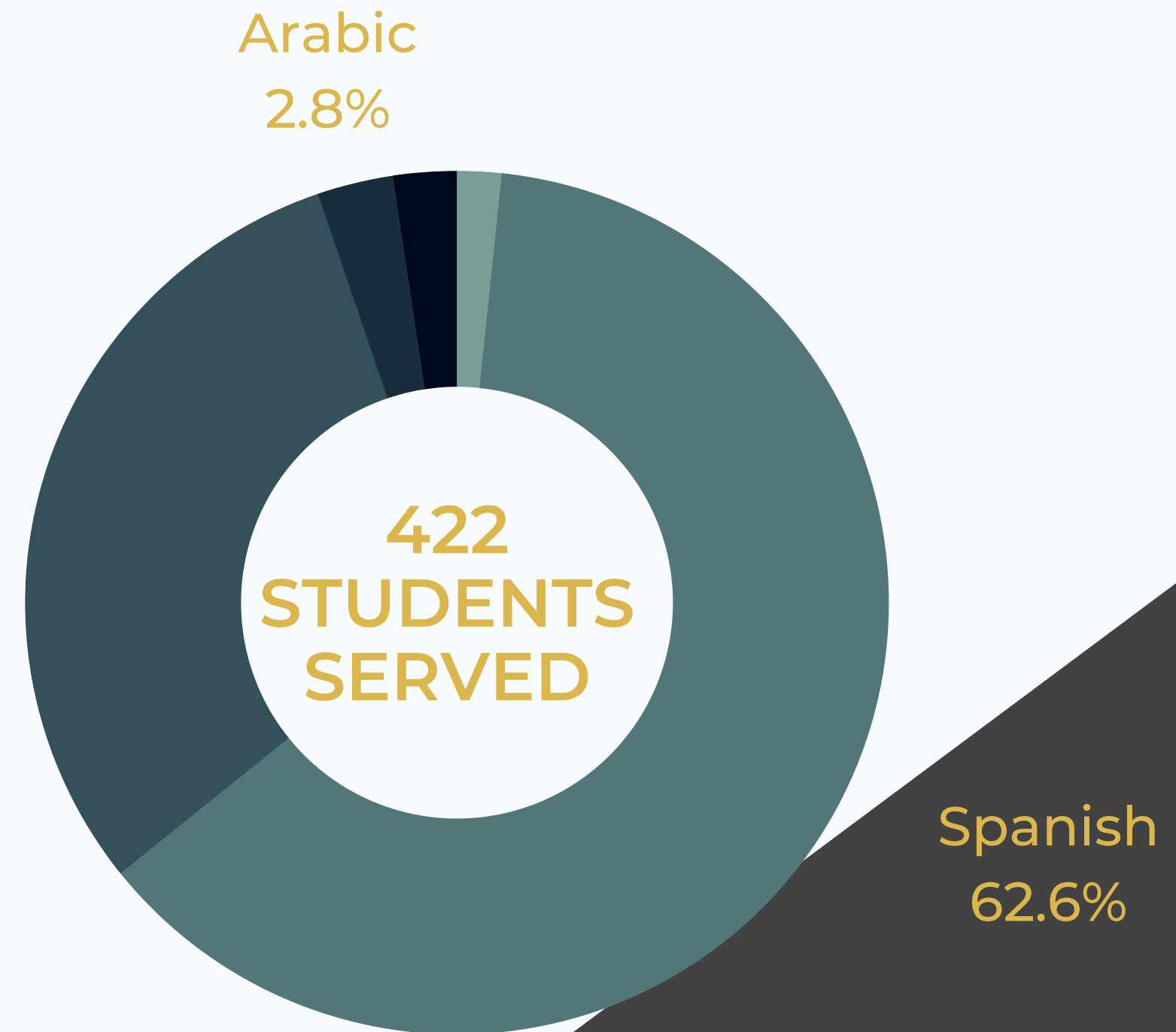
# CAPACITY BUILDING PARTNERS

# 2020 Looking back: ALL

WHAT DID WE ACCOMPLISH?

Total Students Served				
Language	Sites	Youth	Adult	Total
Academic	2	10	0	10
Spanish	8	215	49	264
English	2	7	0	7
Mandarin	2	128	1	129
Arabic	2	11	1	12
Total	14	371	51	422

Mandarin  
30.6%





# 2020 Looking back: LVP

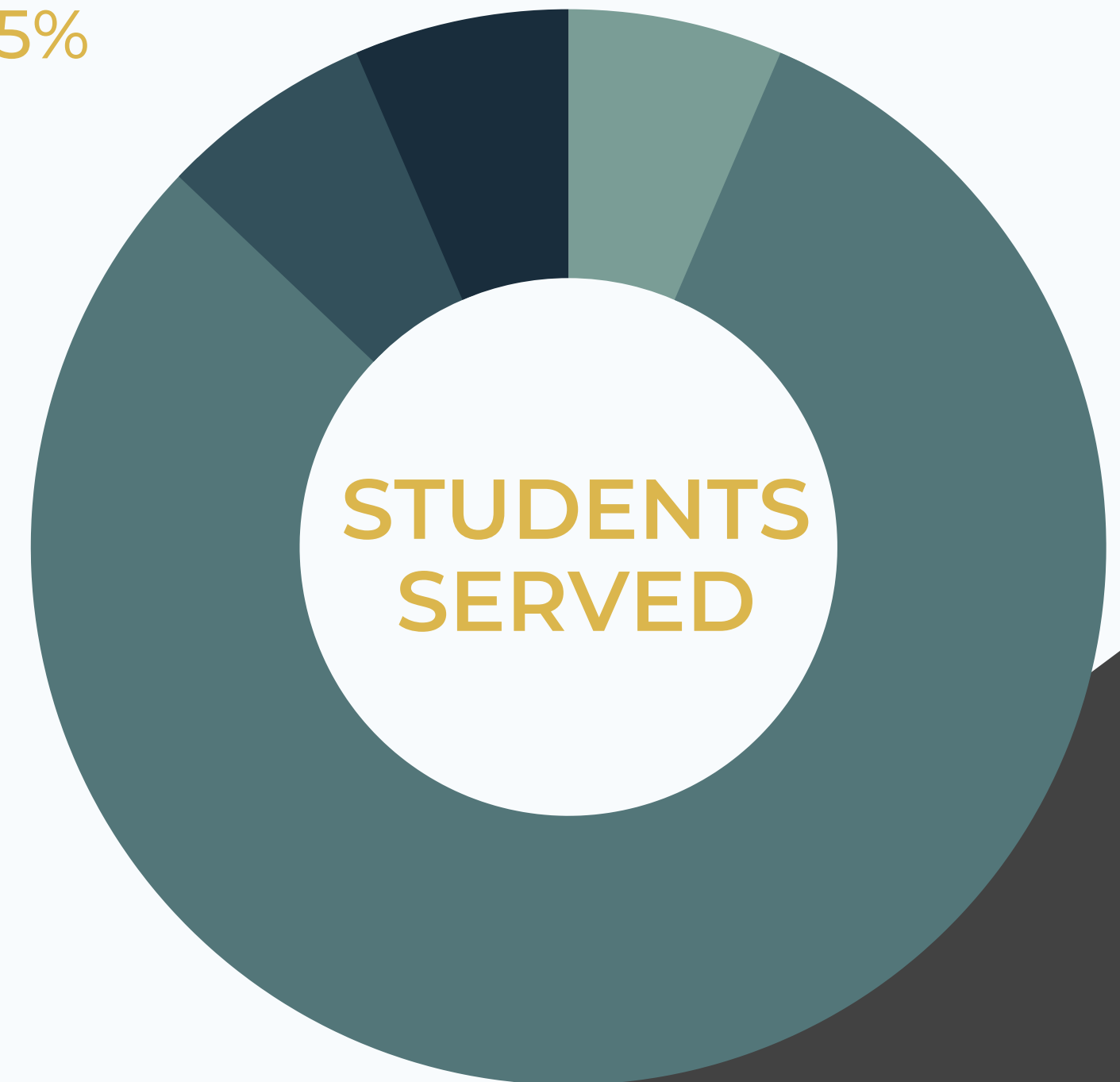
WHAT DID WE ACCOMPLISH?

Fall 2020 LVP Program Participants				
Language	Sections	Youth	Adult	Total
Spanish	7	11	4	15
English	2	2	0	2
Mandarin	1	2	0	2
Arabic	2	1	1	2
Total	12	17	7	21

Mandarin 6.5%

Arabic 6.5%

English 6.5%



Spanish 80.6%

# Looking forward

WHERE ARE WE HEADED?

## ReDefiners 2021 Org Goals

**INCREASE CAPACITY TO SERVE AN  
EXPANDED MARKET**

K-5 & Adults; locally and nationally

**STRENGTHEN FINANCIAL  
SUSTAINABILITY**

3-5 year Forecasting

**STRENGTHEN & EXPAND  
PARTNERSHIPS**

Outreach, program, community & B2B

## Increase Capacity to Serve an Expanded Market

### Staffing

- Hire Qualified Tampa Based Program Director
- Maintain current 7 member team (0 turnover)

### Streamlined Collection & Reporting

- Deploy & fully transition to Salesforce Platform

### Marketing

- Increase conversion rate by 25%

## Strengthen Financial Sustainability

**Fundraisers:** 25% of annual budget

**Board Contributions:** 10% of annual budget

**Grants:** Maintain at least 2 grant writers; 25% of budget raised

**Individual Donors:** 10% of annual budget

**Program Fees:** 25% of annual budget

**Major Gifts:** 10% of annual budget

## Strengthen & Expand Partnerships

### B2B Services:

- Establish 2 formal partnerships for revenue driven services

### Outreach:

- Host 2 Outreach Events per QTR
- Participate in 1 event per month

# OPERATIONS: GOALS & OBJECTIVES

20  
21

# STRENGTHEN



In-Center Enrollment



Partnership Programs

## TAMPA BASED PROGRAM GOALS



20  
21

# Looking forward

WHERE ARE WE HEADED?



## IN-CENTER ENROLLMENT

### Winter - Spring

- Re-Open Center
  - Saturday K-5 Spanish: 10 SS
  - English Conversation Group - Arab Women: 10 SS
  - Private Lessons: 5 SS

### Summer

- Spanish LIT Program: 20 SS
- Saturday K-5 Spanish: 10 SS
- Saturday K-5 Arabic: 10 SS
- Saturday K-5 Mandarin: 5 SS

# TAMPA BASED PROGRAM GOALS

20  
21

# Looking forward

WHERE ARE WE HEADED?



## PARTNERSHIP PROGRAMS

### Winter - Spring

- Launch 3 Partnership Programs
  - Let's Learn Spanish: 30 K-5
  - ESOL: 15 Adults
  - K-5 Spanish LVP: 15 SS

### Summer

- Re-engage 6 Summer Service Contract Partners

**40%**

**U.S. EXPANDED ENROLLMENT**

**60%**

**TAMPA BASED ENROLLMENT**

**TARGETS**

# Language Learning ReDefined...For a Brighter Future!

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