



STRATEGIC PLAN 2025-2029



Our Vision for the Future: A Message from our President and CEO

To our Move2Learn Community:

Thank you. To our dedicated staff, committed board, school partners, and broader network of champions: your steadfast support and collaboration have powered more than 15 years of bringing joyful, brain-boosting movement to Alexandria classrooms and schools.



Beginning in 2023 with a clear program logic model to clarify and align program outcomes, and continuing in 2024 with an in-depth SWOT analysis, our board and staff engaged in a thoughtful, inclusive process to identify strengths and challenges and shape this new strategic plan. The result reflects careful alignment and **a shared commitment to our mission.**

Looking ahead, we see not only the opportunity to deepen our work in Alexandria City Public Schools and expand regionally, but also a bigger challenge: **to help reimagine education itself.** This is a clear and courageous invitation to move beyond the “butts in seats” status quo and embrace what both science and experience show us to be true: **physical activity fuels learning, boosts mental well-being, and strengthens human connection.** At every step, we remain committed to programs that are joyful, sustainable, and inclusive.

We invite you to explore our Strategic Plan and join us in bringing this vision to life – as partners, funders, champions, and collaborators. To question the old rules and ignite a shared vision for what school can be, because **lasting change begins when we team up and work together.**

With gratitude and high fives,

A handwritten signature in black ink that reads "Brooke". The script is fluid and cursive, with a long, sweeping tail on the final letter.

Brooke Sydnor Curran
Founder, President, and CEO
Move2Learn

STRATEGIC PLAN 2025–2029

EXECUTIVE SUMMARY

In 2024, Move2Learn celebrated 15 years of bringing brain-boosting movement to students across Alexandria. As we reflected back on our accomplishments and growth, we also embarked upon a strategic planning process to set a path that will guide us into years 16, 17, 18, and beyond.

Move2Learn was founded to deliver a very important and specific mission: to integrate movement into school culture, transforming how students engage with learning. By integrating creative and sustainable movement practices and programs into the school day, we enhance academic performance and empower all students to achieve long-term success.

Over the next five years, Move2Learn will focus on deepening its reach in Alexandria City Public Schools (ACPS), while expanding its programming to neighboring regions. We are committed to ensuring that every Title I school in the region has access to the full range of Move2Learn offerings. Through the cultivation of regional and national partnerships, we aim to scale our impact and explore the feasibility of serving additional schools and communities.

To support this essential work, we will strengthen Move2Learn as an organization by expanding programming, increasing advocacy and policy efforts, enhancing our measurement and evaluation practices, developing our staff and board capacity, diversifying our fundraising efforts, and strengthening our communications to share authentic stories of impact and build deeper connections.

The roadmap on the following page provides a high-level overview of the six priorities and 18 goals that will guide Move2Learn’s efforts from 2025–2029. This visual captures the interconnected and phased nature of our plan, moving from programming and policy to internal capacity and sustainability, ensuring alignment between our mission, values, and long-term impact.



MISSION

We provide simple yet revolutionary tools that inspire movement in the classroom and throughout the day to prime students' brains for learning.

VISION

We use movement to transform learning so all students can reach their highest potential.



Priority 1 Strengthen & Expand Programming

Goals

- 1.1** Ensure every ACPS Title I school uses all three program offerings.
- 1.2** Support integration of programming into School Improvement Plans.
- 1.3** Expand exposure through consulting, professional development, and public speaking.
- 1.4** Expand to Title I schools outside ACPS.



Priority 2 Advance Movement Policy Advocacy

Goals

- 2.1** Develop movement related policy recommendations.
- 2.2** Advocate for policy change through outreach and engagement.
- 2.3** Build a coalition of partners to support policy change.



Priority 3 Measure & Evaluate Impact

Goals

- 3.1** Use participant data to evaluate program outcomes and inform improvement.
- 3.2** Establish formal data-sharing partnerships with ACPS Title I schools to measure student outcomes.
- 3.3** Extend data collection and data-sharing partnerships to Title I schools outside of ACPS.



Priority 4 Build Staff & Board Capacity

Goals

- 4.1** Grow organizational staffing to support expansion.
- 4.2** Increase board engagement, representation, and capabilities.
- 4.3** Institutionalize processes that support sustainability.



Priority 5 Increase & Diversify Funding

Goals

- 5.1** Expand board participation in fundraising.
- 5.2** Diversify revenue sources and scale development efforts.



Priority 6 Strengthen Marketing & Communications

Goals

- 6.1** Develop and implement a mission-driven communications plan.
- 6.2** Center storytelling to inspire, engage and attract key audiences.
- 6.3** Support fundraising, program expansion, and advocacy through strategic communications.

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STRATEGIC PRIORITY 1: Strengthen and Expand Programming

PRIORITY 1. Strengthen and expand M2L program opportunities

Move2Learn's core strength lies in its ability to deliver joyful, brain-boosting movement experiences to students. This strategic priority focuses on scaling and strengthening those offerings across ACPS and surrounding school districts. Through deeper implementation, thoughtful expansion, and increased visibility through speaking and consulting engagements, Move2Learn will ensure that more students benefit from its programs and partner schools see sustained, measurable impact.



GOAL 1.1: Ensure every ACPS Title I school uses all three M2L program offerings.

KPI 1.1.1: By December 2025, identify two model ACPS Title I schools that implement all three M2L programs to establish a deeper relationship with and sign a Memorandum of Understanding by September 2026.

KPI 1.1.2: By September 2026, expand and implement all three M2L programs in all ACPS Title I schools with 80% fidelity based on a checklist measuring the extent to which schools implement programs as intended.

KPI 1.1.3: By September 2026, expand in the classroom, onsite support to educators in all ACPS Title I schools (e.g., brain boosts, active seating).

GOAL 1.2: Support integration of M2L programming into Comprehensive School Improvement Plans (CSIPs) as a strategy for building a culture of movement.

KPI 1.2.1: By September 2025, develop a guidance document that illustrates how M2L programming aligns to and supports common CSIP goals (e.g., academic performance, mental health, behavior, attendance).

KPI 1.2.2: By December 2025, provide school leaders and CSIP teams in the two Title 1 model schools with tailored alignment materials (e.g., mapping of M2L programming and common CSIP goals; template language for CSIPs ["Our school leverages Move2Learn's SEAL curriculum to support SEL goals outlined in our CSIP"]; M2L impact reports).

KPI 1.2.3: By September 2026, the two Title 1 model schools using M2L will reference M2L programming in their CSIPs or related district/state reporting.

KPI 1.2.4: By June 2027, gather qualitative feedback from the two Title 1 model schools or district leaders on how M2L has contributed to their school improvement efforts.

GOAL 1.3: Expand exposure through consulting, professional development, and public speaking.

KPI 1.3.1: By June 2027, deliver 1-3 speaking engagements annually (e.g., professional development sessions, keynotes) for interested groups (e.g., school leaders, teachers, community partners) in regional Title I schools.

KPI 1.3.2: By December 2028, deliver 1-3 M2L introductory brain boost sessions outside of ACPS (e.g., staff meetings, PTA meetings, school board meetings).

GOAL 1.4: Expand M2L to Title I schools outside of ACPS.

KPI 1.4.1: By June 2028, cultivate and establish 1-2 school district partnerships outside ACPS, with programming piloted in at least one new Title I school by September 2028.

KPI 1.4.2: By September 2029, provide all three program components in one Title I school outside of ACPS; provide one or more components in at least one additional school.

PRIORITY 1 ACTION STEPS



1. Expand out-of-school time (OST) to Samuel W, Tucker and John Adams Elementary Schools and Jefferson-Houston preK-8 International Baccalaureate (IB) School. Expand “In the Classroom” programming at Cora Kelly School for Math, Science, and Technology and Patrick Henry K-8 school.
2. Develop a plan to be onsite in the classroom earlier in the school year to establish routine and troubleshoot.
3. Conduct focus groups with teachers and students whose needs or perspectives may not yet be fully reflected in current programming, and identify ways to improve access and participation.
4. Develop and implement a phased expansion package for new school districts including:
 - a. Active seating equipment installation
 - b. Teacher educational toolkits and Brain Boosts/SEAL/Movement Challenges lesson resources
 - c. Movement Mentor network onboarding
 - d. Out-of-school time support
 - e. Professional development and coaching for staff
5. Create CSIP alignment tools showing how M2L programming supports typical CSIP goals.
6. Engage school leaders in regular check-ins to discuss how M2L fits into CSIP priorities and provide example language that leaders can adapt for CSIPs and state reporting.

STRATEGIC PRIORITY 2: Advance Movement Policy Advocacy

PRIORITY 2. Increase advocacy efforts to achieve movement policy changes

Policy change is essential to embedding movement into the daily experience of every student. This strategic priority outlines Move2Learn's approach to advocating for movement-related policies at the local and regional level. It includes developing actionable policy recommendations, engaging decision-makers, and cultivating partnerships that influence long-term systems change.



GOAL 2.1 Develop movement-related policy recommendations.

KPI 2.1.1: Draft at least three policy recommendations by December 2026.

GOAL 2.2 Advocate for policy change through outreach and engagement.

KPI 2.2.1: Send annual letters and advocacy scorecards to at least 10 local and state officials and interested groups starting in 2025.

KPI 2.2.2: Meet with school and district leadership annually starting in 2025.

KPI 2.2.3: Present policy recommendations at 1–2 school or district-level events per year (e.g., school board meetings, PTA meetings, family engagement events) and to school and district leadership annually starting in 2026.

GOAL 2.3 Build a coalition of partners to support policy change.

KPI 2.3.1: Identify three key advocacy partners and align them with each of the three policy recommendations by December 2026.

PRIORITY 2 ACTION STEPS

1. Meet with school and district leadership 1–2 times per year to review M2L program data and share policy recommendations and gather leadership feedback on advocacy needs.
2. Host at least one site visit annually for local and state elected officials to observe M2L programs and discuss movement-related data findings and policy opportunities.
3. Engage in policy networks such as the ALX Chamber Government Relations Committee to identify broader advocacy needs.
4. Reference and align recommendations with state and federal guidelines (e.g., VDOE SEL standards, CDC movement guidelines) and regional data (e.g., Youth Risk Behavior Survey 2019 & 2023).



STRATEGIC PRIORITY 3: Measure and Evaluate Impact

PRIORITY 3. Systematically measure and evaluate our impact

To ensure its programming remains responsive and impactful, Move2Learn is committed to data-informed decision making. This priority centers on refining tools for collecting, analyzing, and sharing data that demonstrate outcomes and guide continuous improvement. It also emphasizes collaboration with school and district partners to align data collection and build shared understanding of impact.



GOAL 3.1 Use participant feedback data to evaluate program outcomes and inform programmatic improvement.

KPI 3.1.1: By November annually, refine M2L educator/admin survey; administer survey to staff/admin each December; and by March annually, analyze survey data to identify trends, gaps, and recommendations for improvement.

KPI 3.1.2: By August annually, create and implement a plan for making programmatic adaptations as necessary.

KPI 3.1.3: By September annually, share summary data with schools and interested groups.

KPI 3.1.4: By August 2026, identify and begin implementing ways (e.g., informal surveys, focus groups) to collect student feedback data and integrate it into the evaluation and program improvement process.

GOAL 3.2 Establish formal data-sharing partnerships with ACPS Title 1 schools to measure student outcomes.

KPI 3.2.1: By September 2026, identify school/district data that aligns to M2L attendance, behavior, mental health, and academic outcomes and establish formal data-sharing partnerships with the 2 ACPS Title I model schools.

KPI 3.2.2: By June 2027, collect and analyze aligned data from the two ACPS Title 1 model schools on attendance, behavior, mental health, and academic outcomes.

KPI: 3.2.3: Use student outcome findings to refine programming.

GOAL 3.3 Extend data collection and data-sharing partnerships to Title I schools outside of ACPS.

KPI 3.3.1: By September 2028, establish one formal data-sharing partnership with a Title I school outside of ACPS for collecting student attendance, behavior, mental health, and academic outcomes.

KPI 3.3.2: By December 2028, administer the M2L educator/administrator survey to the Title I school outside of ACPS and implement plans for student feedback data collection.

KPI 3.3.3: By June 2029, collect and analyze student attendance, behavior, mental health, and academic data from the Title I school outside of ACPS.

KPI 3.3.4: Integrate findings from the Title 1 schools outside of ACPS with all ACPS data to refine programming.



PRIORITY 3 ACTION STEPS

1. Meet with school and district leaders to establish Memoranda of Understanding (MOUs) for data sharing and program implementation by December 2025.
2. Collect program data (e.g., implementation logs, participation counts, surveys) and request aligned ACPS school data on attendance, academics, behavior, and mental health from partner schools.
3. Analyze M2L and school data annually (January – February) to identify trends, gaps, opportunities for improvement, and recommendations. Create an action plan to implement recommendations by September of each year.
4. Respond to teachers' needs based on survey results by spring break of each school year.
5. Share synthesized evaluation findings with schools, districts, and interested groups via presentations, reports, and digital communications by June of each year.
6. Identify one or two Title I schools outside of ACPS by 2028 to explore results and gauge interest and excitement in participating.

STRATEGIC PRIORITY 4: Build Staff and Board Capacity

PRIORITY 4. Build staff and board capacity

Sustaining and expanding Move2Learn's work requires a strong organizational foundation. This strategic priority focuses on growing the internal capacity of the organization, both operationally and in terms of leadership. It includes hiring for key roles, building a high-functioning and diverse board, and investing in processes and professional learning that support long-term sustainability.



GOAL 4.1 Grow organizational staffing to support expansion.

KPI 4.1.1: Increase staff size from 4 to 7 by 2027, to include:

- 1 program staff by December 2025
- 1 operational staff (e.g., development, communications) by December 2026
- 1 program staff by December 2027

GOAL 4.2 Increase board engagement, representation, and capabilities.

KPI 4.2.1: Conduct annual board self-assessment beginning in 2026.

KPI 4.2.2: Add 1–2 new board members with access or connections to regional corporate philanthropy by 2026.

KPI 4.2.3: Add 1–2 new board members with foundation grant expertise or connections or public policy experience by 2027.

KPI 4.2.4: Increase board regional representation and diversity by 2028.

GOAL 4.3 Institutionalize processes that support sustainability.

KPI 4.3.1: By December 2025, develop an Operations Manual that includes procedures for revisiting strategic planning and performance of KPIs.

KPI 4.3.2: Offer 1–2 board/staff professional development sessions annually beginning in 2026.

PRIORITY 4 ACTION STEPS

1. Develop a staffing plan aligned to the program expansion timeline, including hiring of fundraising and program staff.
2. Ensure board accountability by adhering to bylaws and responsibilities outlined in the board handbook; review annually.
3. Identify and schedule 1–2 annual professional learning opportunities for board and staff beginning in 2025.
4. Incorporate training that builds staff and board skills in effective communication, partnership-building across different communities, and fundraising by 2026.



STRATEGIC PRIORITY 5: Increase and Diversify Funding

PRIORITY 5: Increase and diversify funding

A diversified and reliable funding base is critical to the success of Move2Learn's programs and partnerships. This strategic priority outlines a multi-pronged development strategy that engages the board, strengthens donor stewardship, builds institutional fundraising capacity, and launches earned income streams to ensure financial sustainability and strategic growth.



GOAL 5.1 Expand board participation in fundraising.

KPI 5.1.1: Hold 100% "Give or Get" (\$1,500 minimum) from board members annually beginning in 2025.

KPI 5.1.2: Hold quarterly development committee meetings to identify and steward mid-level and new donors beginning in 2025.

GOAL 5.2 Diversify revenue sources and scale development efforts.

KPI 5.2.1: Submit applications for grant funding from current and new organizations that would increase revenue by 10% year-over-year starting in 2025.

KPI 5.2.2: Secure 5 new corporate or major gifts (\$2,500+) by December 2025.

KPI 5.2.3: Explore partnerships and funding from state agencies (e.g., Virginia Foundation for Healthy Youth and Virginia Department of Education), City of Alexandria, and ACPS by December 2026.

KPI 5.2.4: Launch 2 paid resource/program offerings by September 2027 (e.g., educational toolkits, speaking engagements/keynotes/professional trainings).

KPI 5.2.5: Identify and move 10 mid-level donors (\$500) toward major giving level by 2027.

KPI 5.2.6: Develop and launch a major gifts and legacy campaign by 2029.

PRIORITY 5 ACTION STEPS

1. Add fundraising updates and strategy discussions as standing items on all board meeting agendas.
2. Develop and implement a board engagement toolkit (e.g., talking points, outreach templates) to support board participation in donor cultivation, thank-you efforts, and friend-raisers.
3. Apply for 2-3 new grants in 2025; reapply for all eligible existing grants. Track success rate and revise approach annually.
4. Explore partnerships and funding from Virginia state agencies, City of Alexandria and ACPS.
5. Launch 2 paid resources/programs by 2027, supported by a sustainability plan and marketing strategy.



STRATEGIC PRIORITY 6: Strengthen Communications and Marketing

PRIORITY 6: Strengthen Communications and Marketing to Advance

Mission, Growth, and Impact



Move2Learn’s strength lies in its transformative mission: using movement to unlock student engagement, learning, and well-being. To fully realize its vision, Move2Learn must communicate its “why” clearly, consistently, and compellingly—both internally and externally. This strategic priority focuses on developing a mission-driven Communications Plan that strengthens organizational identity, shares authentic stories of impact, and builds deeper connections with partners, funders, and the broader community. It also includes light marketing efforts to support key initiatives—such as raising awareness of Move2Learn’s programs, resources, and earned income opportunities—while remaining grounded in the organization’s purpose and values.

Given the small size of the team, this work will be phased, intentional, and focused on feasible, high-impact strategies that amplify Move2Learn’s mission and long-term impact.

GOAL 6.1 Develop and implement a phased, mission-driven Communications Plan.

KPI 6.1.1: Complete a baseline communications audit (review of audiences, platforms, messaging, and materials) by March 2026.

KPI 6.1.2: Finalize a written Communications Plan by June 2026.

KPI 6.1.3: By September 2026, facilitate a training for staff and board members on the Communications Plan, equipping them with shared language and unified messaging that clearly conveys Move2Learn’s mission, purpose, and impact. The training will include tools such as an elevator pitch, talking points, and responses to frequently asked questions to support board members’ roles as brand ambassadors.

KPI 6.1.4: Implement quarterly plan reviews starting September 2026 to monitor progress and adapt strategies.

GOAL 6.2 Center storytelling to inspire, engage, and attract key audiences.

KPI 6.2.1: Incorporate one impact storytelling piece (e.g., infographic, video, vignette) into each annual Impact Report starting in 2026 that incorporates evaluation findings.

KPI 6.2.2: Launch a recurring “Stories of Impact” digital series based on evaluation findings beginning March 2026 (e.g., spotlight students, teachers, or community members via social media, newsletters, or web content).

KPI 6.2.3: Host or participate in one annual story-telling focused event or digital campaign starting in 2027 to deepen engagement with families, schools, or donors (e.g., live virtual event, giving campaigns, PTA, or student story showcase).

GOAL 6.3 Support fundraising, program expansion, and advocacy through strategic communications.

KPI 6.3.1: Create branded communication templates, to include:

- Advocacy letters, scorecards, and school outreach by December 2025
- Donor outreach by March 2026
- Speaking engagements (e.g., speaker reel, session descriptions, and sample bios) by June 2027

KPI 6.3.2: Develop and launch marketing materials for Move2Learn’s paid resources (e.g., Educational Toolkit) by June 2027, targeting other audiences (e.g., non-Title I schools).

KPI 6.3.3: Develop basic brand awareness mini-campaign (e.g., “Movement is Learning”) by September 2027 to integrate into fundraising, outreach, and advocacy efforts.

PRIORITY 6 ACTION STEPS



Phase 1: Audit and Foundations (October 2025–March 2026)

1. Conduct communications audit (website, social media, newsletters, outreach materials).
2. Clarify audiences and what “why” messages resonate for each group.
3. Identify what storytelling and branding gaps exist.

Phase 2: Plan Development (March–June 2026)

4. Draft Communications Plan that includes the following:
 - Key mission-centered (“why” M2L matters) and impact-oriented messages based on evaluation findings
 - Core audiences and outreach strategies
 - Priority communication platforms/channels
 - Storytelling approach (see goal 6.2)
 - Content calendar to plan and track communications roll-out
 - Roles and responsibilities for team members
 - Metrics for basic tracking and improvement
5. Create a donor recognition plan, including sponsor packages, digital spotlights on social media, and personalized acknowledgements.
6. Identify low-lift, high-return communication activities (e.g., monthly social media post, quarterly, short impact story, branded presentation materials).
7. Build starter templates (e.g., advocacy and donor engagement) and a small content bank (stories, quotes, data).



PRIORITY 6 ACTION STEPS (con't)

Phase 3: Capacity Building (Summer 2026)

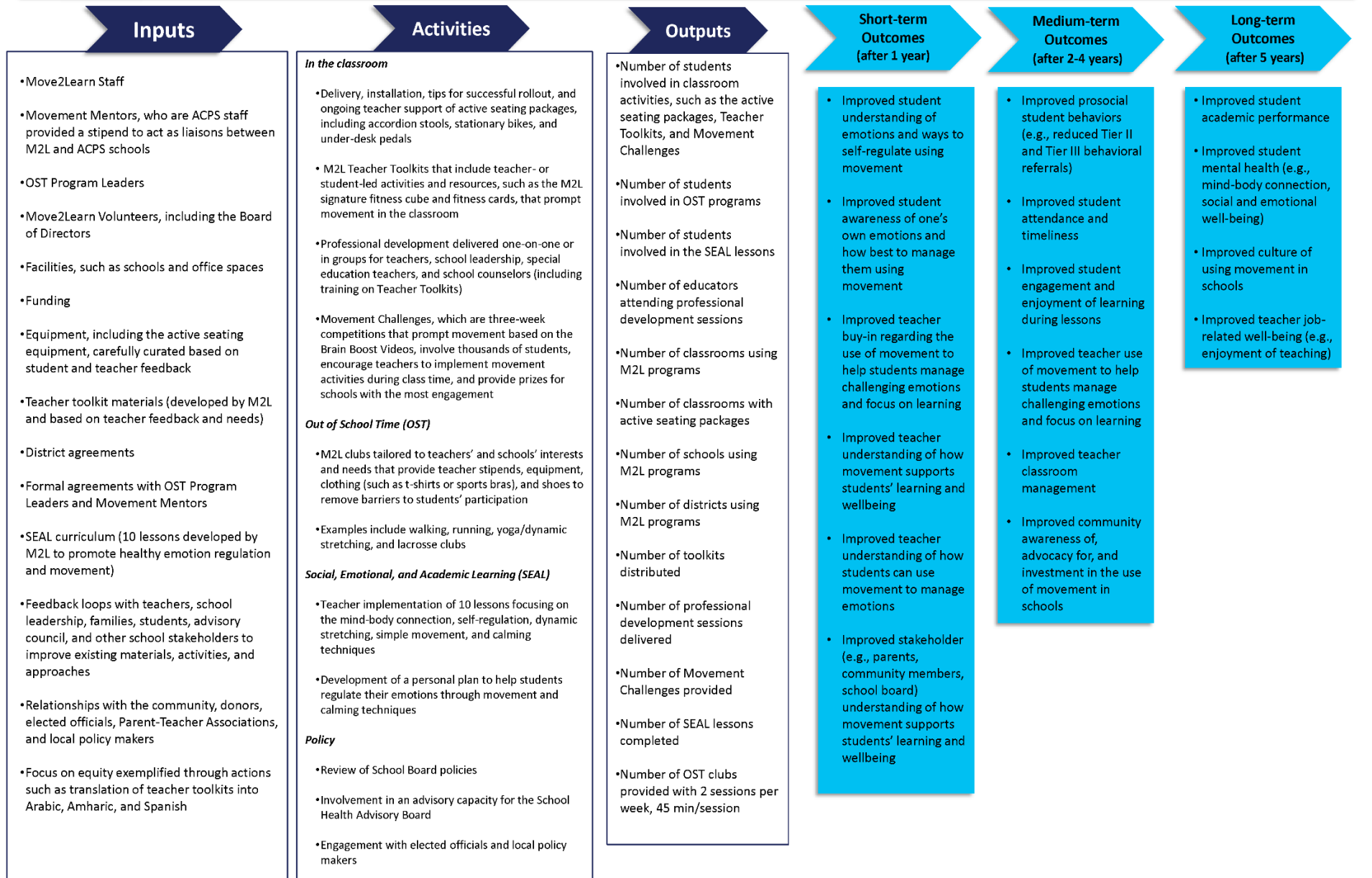
8. Train staff and board on the new mission-centered messages.
9. Set up quarterly check-ins (keep it light, focused on wins and adjustments).

Phase 4: Roll-out and Adaptation (Early 2026 and beyond)

10. Launch priority communications (e.g., Story of Impact series, Educational Toolkit marketing).
11. Pilot basic advocacy and donor engagement templates and resources (e.g., fact sheets, scorecards).
12. Send annual letters/ and an impact report to local and state elected officials, including updates on M2L program reach and outcomes.
13. Review and update plan quarterly based on feedback and capacity.

Move2Learn Logic Model

Logic Model of *Move2Learn*





Move2Learn Programs for Alexandria City Public Schools

	Title I & CEP Schools	Non-Title I & CEP Schools
Active Seating Packages & Stationary Bikes	✓	Gently used equipment upon request
Out-of-School Time & SEAL in the Field Lessons (in-person instruction)	✓	
SEAL Lessons	✓	✓
Movement Challenges	✓	✓
Educational Toolkits (including SEAL in the Field Card Deck)	✓	✓
Classroom Consultations	✓	Upon request
Professional Developments	✓	✓
Data Sharing/MOU/SIP	✓	
Movement Mentors	✓	

Current ACPS Title I schools: Charles Barrett ES, Cora Kelly School for Math, Science & Technology, Ferdinand T. Day ES, James K Polk ES, John Adams ES, William Ramsay ES, Jefferson Houston K-8 School, Patrick Henry K-8 School, and Francis C. Hammond Middle School.

Current non-Title I ACPS schools: Douglas MacArthur ES, George Mason ES, Lyles-Crouch Traditional Academy, Mount Vernon Community School, Naomi Brooks ES, Samuel Tucker ES, Alexandria City High School, and George Washington Middle School**.

Current Community Eligibility Provision (CEP) Schools: All current Title I schools receive CEP (providing free breakfast and lunch to all students) except James K Polk ES and Charles Barrett ES. The following non-Title I schools receive CEP funds: Alexandria City High School & Samuel Tucker ES.

**George Washington Middle School programs will continue to be funded by the Virginia Foundation for Healthy Youth (VFHY) grant.