

CORE

COALITION OF RESIDENTIAL EXCELLENCE

PROPOSED

Strategic Plan

2026-2029

“A NATIONAL VOICE IN RESIDENTIAL EXCELLENCE.”

COALITION OF RESIDENTIAL EXCELLENCE

Our Vision:

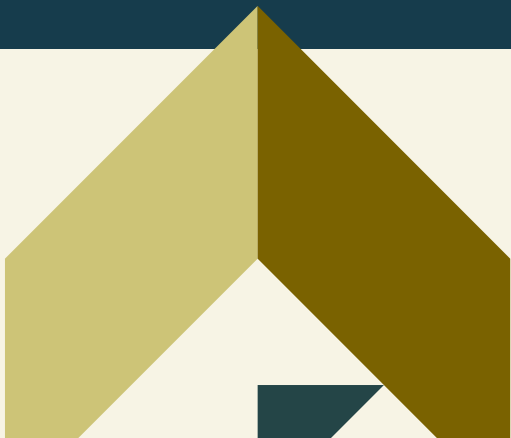
A National Voice and Resource for Residential Excellence.

Our Mission:

Coalition of Residential Excellence (CORE) educates, unites, and advocates for organizations serving children and families from hard places to do their best work.

Our Values:

- **Excellence** – to pursue and share best and promising practices
- **Innovation** – to drive progress through education and action
- **Integrity** – to be honest and genuine
- **Empowerment** – to build and strengthen relationships and organizations
- **Service** – to provide quality residential care to children and families



Goal 1: To Unite...

Residential Organizations in order to work together for the benefit of children and families.

Strategy: To establish a permanent Board and Committee Structure for the membership.

Objective 1:

Develop and operationalize four (4) standing committees.

- *Legislative*
- *Finance*
- *Communication*
- *Conference/Education*

Action Steps:

Draft committee charters, appoint chairs, and set meeting schedules.

Timeline: Q1-Q2 2026

Objective 2:

Conduct an annual member interest survey.

Action Steps:

Distribute and report findings from member surveys.

Timeline: Q2 2026

Objective 3:

Integrate Committee signup into onboarding.

Action Steps: Modify the onboarding process and member application.

Timeline: Q3-Q4 2026

Objective 4:

Launch Committee recruitment campaign.

Action Steps:

Promote opportunities via email and social media.

Timeline: Q3-Q4 2026

Goal 2: *Inform...*

and educate members and nonmembers on residential programs.

Strategy: To establish a permanent Board and Committee Structure for the membership.

Objective 1:

Hire/assign a virtual assistant for media analytics or create an internship position.

Action Steps: Define role, onboard, and delegate tasks.

Timeline: Q2 2026

Objective 2:

Launch website upgrades with an educational and/or resource section.

Action Steps: Add monthly updates, podcast archives, and resource library.

Timeline: Q3-Q4 2026

Objective 3:

Produce monthly reports, articles, and podcast content.

Action Steps: Establish an editorial calendar and distribution schedule.

Timeline: Q4 2026 - 2029

Objective 3:

Host annual CORE National Conference

Action Steps: Plan theme, recruit speakers, secure venue and sponsors.

Timeline: Annually in Fall

Goal 3: To Expand...

the CORE brand.

Strategy: To create a Marketing campaign using social media platforms.

Objective 1:

Launch quarterly online magazine.

Action Steps: Develop format and content process

Timeline: Q1 2027

Objective 2:

Increase sponsor partnerships for events/media/research.

Action Steps: Create sponsorship packets and outreach strategy.

Timeline: Q2 2027-2029

Objective 3:

Social Media Expansion

Action Steps: Schedule weekly posts; develop brand identity online.

Timeline: Q3 2026-Q2 2027

Goal 4: *Ensure...*

the financial viability of the organization.

Objective 1:

Establish an investment strategy for the organization

Action Steps: Define strategy, identify members, launch fund.

Timeline: Q2-Q3 2026

Objective 2:

Expand donor and member revenues through exploration of research & development grants, and with a review of current membership fees

Action Steps: Roll out multitier donor/sponsor campaign and incentives

Timeline: Q3 2026-2029

Objective 3:

Improve financial systems for dues and budgeting.

Action Steps: Implement updated tools to track finances

Timeline: Q2 2026, ongoing



Goal 5: Ensure...

CORE is a strong voice for residential child caring agencies

Strategy: Become the resource for decision makers and influencers who affect Residential Child Caring Agencies.

Objective 1:

Develop and maintain legislative relationships on both state and national levels

Action Steps: Schedule meetings, track influence metrics, utilize professional lobbyist as needed.

Timeline: Q1 2026-Q4 2029

Objective 2:

Develop and launch an advocacy toolkit with training for members.

Action Steps: Build modules, deliver via website and annual conference.

Timeline: Q4 2026-Q2 2027

Objective 3:

Launch annual trip to D.C. for advocacy and training .

Action Steps: Coordinate CORE member delegation and preparations materials.

Timeline: Spring 2027-2029

Objective 3:

Implement legislative tracking and alerts.

Action Steps: Monitor relevant bills, send updates to members.

Timeline: Q2 2026-ongoing

CORE

COALITION OF RESIDENTIAL EXCELLENCE

The Coalition of Residential Excellence (CORE) is dedicated to promoting professionalism and best practice in the delivery of services to children and families from hard places. The organization provides legislative advocacy, public awareness and the representation of a united voice concerning the strengths and challenges associated with provision of residential family-like services in a continuum of care environment.

Use the QR code to learn more about CORE:

