

Vision. *Within the next five years*, grow LearningFront into a \$23 million company that helps teachers to increase student achievement in low performing schools by offering the expertise and tools of a free global learning community.

Objectives. *“What results will LearningFront measure?”*

Years	2014	2015	2016	2017	2018
Revenue:	\$2 Million	\$5 Million	\$11 Million	\$17 Million	\$23 Million
Membership:	25,000	150,000	500,000	750,000	1 Million

Strategies. *“What will make LearningFront successful over time?”*

- Create...**
 1. Staff a **Newsroom** to function as the primary marketing engine for LearningFront.
 2. Acquire **Sponsorships** to gain worldwide name recognition quickly.
 3. Engage a **Public Relations** specialist to make LearningFront the platform of choice.
- Develop...**
 4. Conduct **Online** and **Print Advertising Campaigns** to gain awareness with teachers.
 5. Demonstrate LearningFront tools during **On-site Visits, Conferences, and Webinars**.
 6. Establish **Pilot Sites** to implement the LearningFront instructional improvement strategy.
- Deliver...**
 7. Offer **Open Content** tools and **Blended Coaching Programs** to support all members.
 8. License **Customized** and **Branded Platforms** of LearningFront for schools and organizations.
- Improve!**
 9. Launch **Dynamic PD (dPD)** for members to use LearningFront tools on iPads.
 10. Post free **eLearningTeacher™ Programs** to deliver blended professional development.
 11. Post free **TaskBuilderOnline™ Standards** and **Templates** to improve student learning.
 12. Upgrade **Admin Privileges** and **Security** to ensure safe access and use of LearningFront.

Action Plan. *“What will LearningFront do in the first year?”*

- Start-Up:**
 - Underway:**
 1. Raise \$400,000 start-up funding and \$1.7 million funding for year one.
 2. Staff the LearningFront Team, open an office, and upgrade website graphics and navigation.
 3. Begin newsroom, sponsorships, advertising campaigns, and F2F networking.
- First Quarter:**
 - 1 January until 31 March 2014:**
 4. Plan and launch a public relations campaign, conferences, and webinars.
 5. Visit and gain commitments from three pilot sites in schools, districts, and higher education.
 6. Develop code for open content editor tools for members to post text, images, and video.
- Second Quarter:**
 - 1 April until 30 June 2014:**
 7. Augment newsroom coverage, sponsorships, and advertising with digital media kits.
 8. Conduct blended professional development and content development with pilot sites.
 9. Develop code for dynamic professional development (dPD) on iPads and test in pilot sites.
- Third Quarter:**
 - 1 July until 30 September 2014:**
 10. Increase visibility of public relations campaign, conferences, and webinars.
 11. Highlight teaching tasks developed and used in classrooms to improve student achievement.
 12. Develop and post dPD apps in the Apple Apps Store and iTunes.
- Fourth Quarter:**
 - 1 October until 31 December 2014:**
 13. Create news stories around LearningFront and global membership accomplishments.
 14. Position the LearningFront membership as the “Go To” global learning community.
 15. Launch the First Annual LearningFront global unconference to demonstrate “What Works.”