



**Educational
Foundation**
Project
Management
Institute.

Strategic Plan 2019 – 2027



Helping youth build life skills through project management



COMMUNICATION

Critical Thinking

CREATIVITY

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COLLABORATION
Community
CONFIDENCE

Strategy at a Glance

THE PMI EDUCATIONAL FOUNDATION HAS A LASER FOCUS on youth around the globe. Here is everything you need to know.



Our Vision

Inspiring youth to achieve their goals, making dreams a reality



Our Mission

Enable youth to realize their potential and transform lives through project management

WHO



PMIEF has worked with young people for a long time, but now youth ages 5–19 are PMIEF’s single focus. We reach young people by specifically working through youth-serving nonprofit organizations and with the volunteers that serve them.

WHAT

PMIEF helps youth build life-changing skills through project management. We enhance the lives of over 250,000 youth a year, helping them attain their own academic, career, and community leadership potential and helping them use that potential to transform their lives and those of others ... to create social good.



HOW

PMIEF forges partnerships with over 30 global nonprofits that support and prepare youth for success in life by offering project management expertise, resources, and project management volunteers to aid them in achieving their goals. PMIEF does not work directly with youth, but delivers comprehensive services to maximize the nonprofit’s ability to transfer project management knowledge and life skills to the youth they serve.



WHEN

We identify, select, and begin to work with new nonprofit partners while at the same time finishing current initiatives throughout 2019–2021. We then steadily build on our early results and lessons learned to rapidly increase our number of partners, smartly engage project management volunteers, and meaningfully impact hundreds of thousands of lives. Our goal is to enhance the life-changing skills of at least 250,000 youth per year beginning in 2020, and to extend our global reach through at least 30 multinational nonprofit partners and hundreds of committed project management volunteers by 2026.



WHY

Young people are tomorrow’s global leaders. The youth who learn project management skills are better equipped to become those leaders. Our experience proves learning project management at a young age builds a wealth of knowledge and life skills that can change lives. By focusing our time, effort, and resources on youth, the project management profession can become a global force inspiring future generations.

- ✓ **Communication**
- ✓ **Creativity**
- ✓ **Critical thinking**
- ✓ **Community**
- ✓ **Collaboration**
- ✓ **Confidence**



WHERE

PMIEF works with nonprofits in diverse communities and settings around the globe, and the nonprofits make use of project management volunteers to help them implement the programming for their youth in those global communities.

Strategic Plan

Our Strategy

1

Prepare youth for education, career, and community engagement

2

by enhancing the development of their critical life skills

3

by embedding engaging project management concepts into nonprofit youth-targeted programs

AT OUR CORE

Nonprofits all over the world understand the value of teaching life competencies to youth. We deliver unique value by augmenting these nonprofits' capabilities.

PMIEF helps nonprofits give youth the competencies to be inspired, successful adults by learning project management basics that result in valuable life skills.



Focus on engaging activities that help young people learn and effectively apply the life skills that come from project management knowledge



Provide highly supported relationships with these nonprofits to implement our valued offerings



Leverage professional project management volunteers all over the world to help deliver this strategy

Our Values

Our values anchor the choices we make about how we deliver our strategy.



Sustainable Impact

We focus on sustainable impact that transforms the lives of youth



Social Good

We champion project management education that fosters social good



Building Together

We collaborate with nonprofit partners to amplify our success



Community

We create a community of nonprofits who can learn from and grow with each other



Confidence

We focus on self-confidence, autonomy, and leadership for young people

Value for Our Stakeholders

Our strategic intent is further defined by clear value propositions.

Youth (ages 5–19)

Youth gain critical life skills and experience greater success in achieving their educational, job, and community leadership goals as a result of learning and applying project management.

Youth-serving nonprofits

Project management brings a common language, structure, and framework that increases organizational effectiveness and mission impact.

Project management volunteers

Project management volunteers who use their professional expertise to help nonprofits enhance young peoples' lives feel good about offering their talents to benefit the future of the world.

PMI chapters

PMI chapters that support youth-serving nonprofits through volunteer engagement opportunities build member enthusiasm, gain visibility in their communities, and provide opportunities for project management practitioners to give back.

PMIEF donors

PMIEF donors are gratified by the value of their contributions in changing lives through project management knowledge.

Project Management Institute

The reputation of the project management profession and impact of project management in the world is enhanced by its contribution to bettering young lives.

Assuring Rapid Deployment and Sustainable Impact

Certain key results are crucial to achieving our strategy.



MULTI-COUNTRY LAUNCH

We partner with nonprofits that offer us the ability to have a global footprint and the ability to reach large numbers of youth.



EMBEDDED IN CULTURE

Project management becomes ingrained in how our nonprofit partners work.



FLEXIBLE RESOURCES

PMIEF products and resources are easy to use and customizable for various needs.



INFORMED DECISIONS

PMIEF uses data and feedback to make continuous improvement.

Our Results Timeline

PMIEF will execute its strategy in three phases that allow it to achieve outcomes and impact in the present and long term.



PHASE 1 – 2019 TO 2021

Our partnerships with nonprofits that serve youth globally result in:

- Youth learning and immediately applying project management knowledge
- Nonprofit staff and their volunteers demonstrating and applying project management knowledge
- Project management volunteers learning how to apply their skills to mentor, coach, and train youth and nonprofit staff/volunteers



PHASE 2 – 2022 TO 2024

The increased depth and breadth of our global nonprofit partnerships enable:

- Youth to demonstrate key life skill development and apply project management knowledge in other contexts
- Nonprofits to sustainably embed project management into their practice and culture
- Project management volunteers to continuously engage nonprofits, including those they identify in their community



PHASE 3 – 2025 TO 2027

The long-term impact of implementing our strategy results in:

- Youth strengthening their academic, employment, and life skills
- Youth realizing their potential and transforming lives through project management
- PMIEF being recognized as experts in helping youth-serving nonprofits fulfill their mission and realize their vision



You are part of our strategy. Whether you are a volunteer, donor, interested nonprofit, project management training organization, or researcher, your skills, enthusiasm, and financial support can help make our vision a reality. Visit PMIEF.org for more information.

Frequently Asked Questions

Why did PMIEF refresh its strategy?

Quite simply, we wanted to use our rich experience with both youth and nonprofits to maximize our worldwide impact. It is common practice for organizations to assess their strategy annually to ensure it is current and relevant, with a more thorough review every three to five years. PMIEF’s previous strategy was finalized in 2014, so it was time for a significant review. In addition, with PMI’s updated strategy completed in 2017, PMIEF felt it was important to assure its strategy was still in alignment with PMI’s revised strategy.

What process did PMIEF use in reviewing its strategy?

Analysis was first anchored in the question: Where could we create the greatest impact in changing lives and communities through project management? The PMIEF Board followed the same “Playing to Win” framework that PMI’s Board used in refocusing its strategy. Over 20 strategic possibilities were identified, developed, and then tested against the background of appeal to PMI chapter volunteers, competition in the marketplace, the degree of reinvention that PMIEF would need to undertake, and so forth.

Did the PMIEF mission and vision change as a result of the changes to the strategy?

Yes. The mission and vision were modified to better reflect the more focused strategy of targeting youth:

	Previous Strategy	Current Strategy
Vision	All people worldwide have a better tomorrow by applying project management skills in their daily lives	Inspiring youth to achieve their goals, making dreams a reality
Mission	Our mission is to inspire and empower people to realize their potential and transform their lives and their communities through the use of project management knowledge	Enable youth to realize their potential and transform lives through project management

What are the main changes in PMIEF’s strategic refresh?

We have made a choice to continue focusing on youth. Instead of doing that through formal education, which proved to be an approach slow to achieve high impact, we will do so through integrating project management in the programming of

nonprofits that serve youth around the world. Our driving aspiration today is to prepare youth for education, career, and community engagement through project management.

How is PMIEF different from PMI?

PMIEF is the philanthropic arm of the Project Management Institute, which is the recognized global leader in delivering best-in-class standards and certification for the project management profession. PMIEF builds recognition and appreciation for the value of project management and the profession. Founded in 1990, PMIEF strives to magnify the power of global nonprofits serving youth through the application of project management. In other words, we help these nonprofits do what they do best—give the youth they serve the skills to be inspired, successful adults.

How does the refreshed strategy affect PMI chapters? Will chapters have to change their social good programs?

PMI chapters may continue to develop social good programs that meet the needs and interests of their members and their local communities. We know that many chapters already have established relationships with local schools and nonprofits. PMI chapters may continue to use the Foundation’s materials—both current and new ones as they are created—and adapt them as needed to support their social good activities.

In some cases, this may not directly align with PMIEF’s strategy. And that’s okay! Chapters should keep doing what they are doing if it creates value for the chapter and its community.

We also encourage chapters to develop relationships/partnerships with nonprofits in their local community that serve youth, using PMIEF materials as they deem appropriate. PMIEF intends to reach out to chapters with opportunities to volunteer for the nonprofits with which PMIEF is directly partnering. These volunteer opportunities may include providing coaching, mentoring, and training to youth and the nonprofits who serve them.

Where’s the education piece? Is PMIEF completely out of the business of direct education to youth? What will PMIEF no longer be doing?

PMIEF no longer has a focus on schools and teachers. Our goal is no longer to effect change within educational standards at the state, region, and country levels. Although this is a worthy way of reaching youth, PMIEF’s hard work over many years showed us that it is difficult to get project management embedded in the curriculum of school systems, and effectively taught by teachers.

Frequently Asked Questions, continued

In contrast, nonprofits are eager to introduce project management skills and can more quickly deploy our resources. We will focus our time and energy on bringing project management to youth by partnering with the nonprofit organizations around the globe that serve them, leveraging project management volunteers and PMI chapters.

PMIEF partners with those nonprofits that deliver programming directly to youth. These partners may deliver their youth programming in either a formal school setting or an out-of-school, informal setting. Therefore, we nonetheless will reach young people in schools because some of our nonprofit partners engage youth in activities that teachers deliver as part of their classroom instruction.

Will PMIEF's free online resources for teachers, schools, and nonprofit staff continue to be updated or remain the same? Will chapters and individuals be able to access them and for how long?

Many of the free resources currently available for teachers, schools, and nonprofit staff will remain on the PMIEF website for those who wish to download them and use them in their social good activities. However, resources that do not align with the PMIEF strategy will no longer be updated. Requests for translation of those resources will continue to be considered.

Will PMIEF continue to provide scholarships?

Yes, we will continue to provide academic and professional development scholarships. Over time, new scholarships will be created that advance PMIEF's refreshed strategy.

Will PMIEF continue to provide grants?

Yes, PMIEF will continue to provide grants to nonprofit organizations and their programs that align with PMIEF's strategy. PMIEF does not provide grants to PMI chapters.

Do volunteers have a role in PMIEF's refreshed strategy?

Project management volunteers will play a key role in the delivery of PMIEF's strategy. As PMIEF's strategy matures, so will the number and availability of volunteer opportunities. Volunteers may coach, mentor, and train youth or nonprofit staff. They may help nonprofits integrate PMIEF's project

management related resources into the nonprofit's youth programming. Or they may translate PMIEF resources into the local language spoken in their community.

Volunteers directly supporting the PMIEF nonprofit partner are a vital part of achieving our driving aspiration. Moving forward, PMIEF's role is to facilitate the matching between volunteers and our nonprofit partners and to assure the nonprofit has the resources to train and effectively use the volunteers. Volunteers will become active volunteers of the nonprofit, rather than being managed by PMIEF.

If I'm not affiliated with a PMI chapter may I also volunteer?

Yes! You don't have to be a member of a PMI chapter or even a member of PMI. You may use PMIEF's free resources in support of any social good activity you choose to do.

However, you may find that the local PMI chapter in your area already has a relationship with a local nonprofit and has a volunteer opportunity just waiting to be filled.

When will PMIEF be offering volunteer opportunities with local nonprofits?

PMIEF is actively building relationships with nonprofits serving youth around the globe. We anticipate that it will take time to formalize those relationships, develop the volunteer opportunities, and expand globally. The first available volunteer opportunities with PMIEF nonprofit partners will most likely begin midyear 2020.

However, don't wait for us. At any time, you can download PMIEF's resources and take them to your favorite nonprofit organization! As we build nonprofit resources, we will add them to our website.

Will PMIEF continue its PMI/PMIEF chapter liaison volunteer program? What do liaisons need to know?

PMIEF will continue to provide support to PMIEF liaisons, training them for their role within their chapter and providing guidance on how to engage chapters in impactful social good activities. PMIEF will also continue to support and coach chapters through the PMIEF Community Engagement Committee.

Learn more and stay up to date on PMIEF's activities

✓ Sign up for PMIEF's newsletter: [PM for Social Good](#)®

✓ Visit our website: [PMIEF.org](https://www.pmief.org)

✓ Email us: pmief@pmi.org

✓ Browse our social media sites



facebook.com/pmief



twitter.com/pmief



linkedin.com/company/5114978

Real-Life Example

One youth-serving nonprofit's experience
with project management



PMIEF worked with a European nonprofit that delivers programming to less-advantaged youth to prepare them for workforce entry and success.

Its programs were focused on addressing the statistics that showed 20% of youth in the country do not complete secondary school, with a long-term effect of higher unemployment.

PMIEF partnered with the nonprofit in two efforts to embed project management into their programming to teach students life skills, using projects as a way to learn. Examples of the projects students initiated were creating a marketing and fundraising campaign for youth mental health issues, and a year-end school variety show. PMIEF taught the nonprofit's staff project management, helped them integrate it into their programming, and helped them gain access to project management volunteers. The nonprofit then used project management volunteers from the local PMI chapter to help deliver the programming and mentor the youth.

By the conclusion of the effort, 40% more of the youth felt confident managing a project and over 70% felt more confident about entering the workforce.



**more of the youth
felt confident
managing a project**



**of the youth felt
more confident about
entering the workforce**

“Project management allows me to equip [youth] with the skills they need to complete purposeful projects, and that will better prepare them for the world of work. It also helps them improve essential communication and presentation skills.”

– **Dáire Gillen**, Donegal, Ireland



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Project Management
for Social Good.[®]

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