

# 2024 2026

## Strategic Working Plan

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# FYLP

**PRESENTED TO:**

**THE EMBASSY OF THE REPUBLIC OF THE PHILIPPINES, UNITED STATES**

**DECEMBER 4, 2023**



# BACKGROUND

This strategic plan was designed with the premise of the transition from financial dependence from Ayala Foundation, Inc. The key goals and strategies under each strategic priority help build foundational basics to allow FYLPRO to foster financial and programmatic sustainability.



# OBJECTIVE

This strategic plan serves as a comprehensive roadmap that outlines the objectives and actions necessary towards long-term goals while considering internal and external factors that may impact FYLPRO's success.







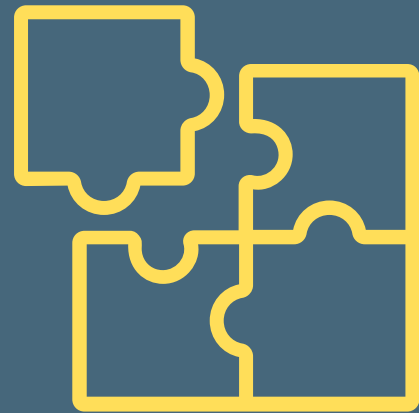
## MISSION

The FILIPINO YOUNG LEADERS PROGRAM (FYLPRO) is a network of high-performing, next-generation leaders who advance the Philippines and the Filipino people through their advocacy and expertise in various industries. We continually expand the pipeline of Filipino young leaders in the diaspora. By connecting them to the motherland, we foster collaborative multinational relationships that create innovations and support the socio-economic progress of the global Filipino community.

## VISION

A thriving future for the Filipino people built upon the strength of our Filipino identity, our global community, and our connections with the Philippines.

# VALUES



Integrity



Innovation



Inclusivity

# AREAS OF STRATEGIC PRIORITY



Programs &  
Activities



External  
Engagement



Capacity &  
Infrastructure  
Building



Funding &  
Resource  
Development

# PROGRAMS & ACTIVITIES

**GOAL 1: Create a framework to strengthen alumni engagement and experience through valuable programming & events**

**STRATEGIES:**

- Establish alumni engagement committee.
- Develop and implement a formal immersion-alumni transition process.
- Develop Speakers Bureau with prominent visibility on [www.fylpro.org](http://www.fylpro.org) website to highlight alumni expertise.
- Identify and standardize semi-annual alumni engagement events for all regions.
- Develop Legacy Project support process.
- Explore Wild Apricot capabilities for capturing, storing, and updating centralized immersion alumni profiles.

**GOAL 2: Increase capability of legacy projects to be meaningful, effective, and impactful.**

**STRATEGIES:**

- Implement pre-immersion trip legacy information session for new batches.
- Include legacy project panel as part of Immersion Programming.
- Update Legacy Project portion of Immersion Candidate Application to identify already existing or potential affiliations and developments by candidate.



# PROGRAMS & ACTIVITIES

**GOAL 3: Increase the success rate of legacy projects to be implemented within 3 years of immersion trip**

**STRATEGIES:**

- Update legacy project list on website
- Explore Wild Apricot capabilities for centralized legacy project information.
- Standardize communication to incoming immersion batch to familiarize with alumni legacy projects to encourage joint collaboration with already existing projects.
- Establish accountability and milestone tracker process for legacy projects within alumni engagement committee.
- Upon reaching adequate revenue goals in FYLPRO general fund, develop budget line item for legacy project microgrants to be issued via application and approval process.

**GOAL 4: Streamline Immersion Program Development and Implementation Process**

**STRATEGIES:**

- Formalize FYLPRO Board input & approval process on programming while maximizing AFI and DFA strengths.
- Clearly define AFI and DFA roles in immersion programming.
- Use conference style programming to streamline identifying program content and sponsors.
- Identify and explore areas of potential formal partnership with already existing partners. (ie: AYLC, YSEALI)

# PROGRAMS & ACTIVITIES

## **GOAL 5: Increase membership recruitment and retention**

### **STRATEGIES:**

- Formalize and fill positions of membership committee.
- Identify discount programs and services through alumni businesses to apply to member benefits.
- Identify discount programs and services with existing partners towards member benefits.
- Establish a member portal in Wild Apricot for member specific communication.
- Create a digital welcome packet for new members.
- Launch FYLPRO Con (virtual/in person/or hybrid) as a member and alumni event.

## **GOAL 6: Execute a partnership with a Philippine based University towards a certification program as a benefit of the immersion program.**

### **STRATEGIES:**

- Explore already existing interdisciplinary programs that provide certification around International Relations.
- Identify requirements of certification programs that have nexus to immersion program specifically around enhancing and strengthening interest and understanding of international relations.
- Identify curriculum/ programming to be implemented in immersion program
- Execute MOU with Philippine based University



# EXTERNAL ENGAGEMENT

**GOAL 1: Firmly establish, foster, and sustain the relationships with the leadership of the Philippine Embassy and Foreign Service Posts in the United States.**

**STRATEGIES:**

- Commit to partner and/ or support Embassy/ Consular events in each regional Consular area that has already existing FYLPRO footprint at a minimum around Philippine Independence Month (June) and Filipino American History Month (October).
- Use immersion trip as triggers for courtesy calls for regional Consular Offices.
- Establish monitoring system within FYLPRO Executive Board for Consular/ Embassy change of posts for continuity of relationships.
- Consistently present end of year report to Philippine Embassy on an annual basis.

**GOAL 2: Increase community organization partnerships.**

**STRATEGIES:**

- Explore Wild Apricot capability of capturing and hosting community partner database.
- Identify regional areas of opportunities to partner with local non-profit/ organizations at least 1 event/ initiative per year per immersion alumni region.
- Establish formal partnership levels and approval process.
- Increase business partnerships in the US and Philippines to support ongoing fundraising and networking.

# EXTERNAL ENGAGEMENT

**GOAL 3: Increase business partnerships in the US and Philippines to support ongoing fundraising and networking.**

**STRATEGIES:**

- Build partnerships within FYLPRO alumni-owned businesses.
- Use the immersion program as an anchor for business partnerships and sponsorships value.
- Explore Wild Apricot capabilities to build and capture business partnership page to promote partnership benefit.
- Establish formal business partnership levels approval process.

**GOAL 4: Regularly communicate FYLPRO's impact and social return on investment externally.**

**STRATEGIES:**

- Consistently communicate activities and description of impact to external parties and the general public using marketing platforms.
- Maintain and sustain monthly newsletter communicating alumni and programmatic updates.
- Issue end of year report.

# EXTERNAL ENGAGEMENT

**GOAL 5: Firmly establish, foster, and sustain the relationships with the leadership of the US Embassy to the Philippines.**

**STRATEGIES:**

- Establish formal partnership with YSEALI as a requirement of U.S. Embassy Grant.
- Establish biannual courtesy call led by board members to identify partner ideas.
- Use provincial immersion programming to elevate the US Embassy's mission.
- Maximize US Embassy grant opportunities for immersion programming to satisfy grant requirement.

# CAPACITY & INFRASTRUCTURE BUILDING

**GOAL 1: Guide the capacity building and efficient execution of operations through effective leadership and governance structures**

**STRATEGIES:**

- Review and revise bylaws annually
- Develop operational manual to institutionalize standard operating procedures and asset keys.
- Assure clarity in all financial processes including transparent accounting, approval of transactions, flow of funds, and continuity of procedures implementation when gaps of leadership may occur.

**GOAL 2: Implement an effective and consistent leadership transition process.**

**STRATEGIES:**

- Establish incoming board member, committee member orientation and training to facilitate the transition of leadership responsibilities.
- Upon availability and financial accessibility, Implement Board and Committee Heads board retreat
- Update Board Manual for processes and procedures changed by the board upon 30 days of board meeting where change was made and to be reconciled on a yearly basis.



# FUNDING & RESOURCE DEVELOPMENT

**GOAL 1: Establish framework for sustainable financing of FYLPRO's programs.**

**STRATEGIES:**

- Establish and fill positions for FUND DEVELOPMENT COMMITTEE.
- Establish marketing plan to promote revenue generating opportunities through but not limited to fundraising, company matching, stocks, honorariums.
- Secure \$75k by May of each year towards immersion program.
- Upon reaching a general revenue level mutually accepted by the board, establish an endowment to invest in interest bearing accounts.

# The Team

2024-2026 FYLPRO  
STRATEGIC PLAN

## WORKING GROUP

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# Thank You

For further inquiries and  
information

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