



Strategic Plan

Overview

Year On is built upon the belief that strong individuals create stronger communities. Our program sets students on a path of exploration and growth that will last their entire lives, wherever they may go. At every step, our program reinforces the belief that individual growth is only the beginning of our journey to understand how to serve our communities and act as global citizens.

BRIDGING THE GAP

At some point in our lives, we all encounter a gap between where we are and where we want to be. How we approach those gaps throughout our life is what determines how successful and ultimately how happy we are.

Year On runs gap programs to help ambitious high school graduates close this gap, equipping them with the tools, skills and habits they need to define their own path to self-reliant adulthood.

Our Mission & Vision

We aim to create a generation of confident, self-directed, resilient adults poised to navigate our changing world.

We guide people to explore who they are, where they want to go, and how to get there. We do this by equipping them with the clarity, self-confidence, and tools they need to bridge any gap they may encounter in their life.

Current Accomplishments

To date, Year On has supported over 200 students from 20 different countries including the United States. We have built an online platform that serves over 20,000 unique visitors a month that provides resources to students on alternative forms of education and plan to continue to grow our content for education. We have also sent fellows to five different countries to perform service work in a thoughtful way as well as supported fellows in becoming their best selves.



Future Efforts

Year On is looking to serve *all* high school graduates starting in 2018. Over the next five years, we will continue to increase our gap program offerings and expand into different segments of students that we feel need additional support.

PROGRAM

Over the course of the next year, it is a company-wide initiative to map out our programmatic outcomes and measure our efficacy in offering. We have taken first steps towards this by hiring a world class team that has experience in fields ranging from social work to counseling, as well as consultants who have been involved in building out programs for universities and online educational providers.

MARKETING

Our marketing efforts will continue to be geared towards producing content that is beneficial to high school seniors and graduates who want to take a gap year. That content, to date, has been a major driver to our brand and we assume it will continue to have that impact. On top of content, we devote resources to SEO, SEM, PR, and partner channels.

PARTNERSHIPS

Our strategic partnerships follow a two-pronged approach: working with organizations that support high school students and working with organizations that support college students. Through this, we hope to funnel students from both demographics into taking a gap year if they are experiencing a gap in their education.

At the high school level, we are partnered with Kaplan, College Interactive, and USA Gap Year Fairs, to name a few. At the college level, we are partnered with CSU Global and Bishops University.

FINANCIAL AID

Year On is committed to making our gap year programs as accessible as possible. Over the past two years we have provided almost \$500,000 in aid to students looking to participate in our programs. Additionally, we have begun conversations with a student loan provider for our students who need extra support.

TEAM DEVELOPMENT

We are committed to growing our team in a thoughtful way that continually reflects our values and mission. Our team members come from various walks of life, with diverse experiences and expertise. We will continue to build our team at all levels and departments in a way that is open, inclusive, and supportive.