



2023–2026

Strategic Plan

WE CONNECT NORTH CAROLINA AND THE WORLD

Letter from the Executive Director

As we emerge from the tumult of the last several years, we at Go Global NC are excited about the opportunities the future holds, and look forward to celebrating our 45th anniversary in 2024! This strategic plan reflects that enthusiasm.

The events of the last several years strengthened our commitment to our mission of connecting North Carolina and the world but also forced us to consider HOW we accomplish that mission. Both board and staff felt the need to update our strategic plan to reflect our renewed commitment to our mission and our resolve to be creative and innovative in accomplishing it. We began this strategic planning process at the end of 2022, having just held our first international travel programs and our first in-person NC Global Advantage Forum since 2019. The result of this rigorous and inclusive process is a comprehensive plan that offers a framework to guide our work and the flexibility to adjust as circumstances require.

A very special thank you to all who were involved in this process. I particularly want to recognize the Strategic Planning Committee of the Board of Directors, chair Liz Tracy and members Trish Martin, Jose Perez, and Arun Shukla for their dedication and thoughtful process. I also want to recognize the Board Executive Committee (chair, Kim Chin, vice-chair, John Loyack, treasurer, Emma Salomon, secretary, Liz Tracy, and development chair, Millie Ravenel) as well as the entire board and staff of Go Global NC for their support of this planning process.

We look forward to working together to continue to connect North Carolina and the world!



MEREDITH HENDERSON, ED.D.

Executive Director
Go Global NC

About Go Global NC

Since 1979, Go Global NC has designed and managed programs that build the capacity of policy leaders, educators, students, and business and community leaders to enable North Carolina to succeed in a global economy and increasingly interdependent world. Its portfolio includes international experiential learning; domestic workshops and training; and coordination of the largest network in the United States of Chinese-language classrooms in public schools. It serves as a resource to State and local government agencies. Go Global also convenes the N.C. Coalition for Global Competitiveness, a collaborative effort of government, education, business and community leaders with a focus on international engagement and development.

More than 10,000 North Carolinians – legislators and teachers, law enforcement officer, business leaders, county commissioners and others – have traveled to more than 50 countries on Go Global NC's transformative global education and training programs. Go Global NC has hosted more than 5,000 international guests.

Go Global NC's mission, vision and values guide the organization's activities and programs.

A non-profit organization's core strategies and theory of change are very closely related and are frequently developed in an iterative process. These elements are used to understand and evaluate how existing and future programs help an organization increase progress towards the mission.

MISSION

We connect North Carolina and the world.

VISION

North Carolina is the most globally engaged state in the nation.

VALUE STATEMENTS

- We work with integrity and excellence
- We serve through leadership and civic engagement
- We offer innovative and creative solutions to drive change



Go Global NC Core Strategies

Core strategies are the broad, overarching program directions an organization adopts as the processes it will achieve use to its mission. To achieve its mission, "connecting North Carolina and the world," Go Global NC staff and programs will utilize the following five core strategies.

- 1** Provide opportunities to engage with the world through domestic and international experiential learning.
- 2** Educate stakeholders through evidence-based best practices.
- 3** Foster cultural competency and foreign language acquisition.
- 4** Provide thought leadership and facilitate collaboration between influencers to drive change.
- 5** Foster global relationships and connections for NC business, education, government, and community leaders.



We offer **innovative**
and **creative** solutions
to **drive change**.

We work with **integrity** and **excellence**.
We serve through **leadership** and **civic engagement**.

Societal Outcomes

Giving North Carolinians **GLOBAL OPPORTUNITIES** to engage with the world and have enriching learning experiences, through scholarships, classroom experiences, immersion programs and connection to our global network.

- Increasing **GLOBAL ACCESS** - All North Carolinians have equitable access to global programs that can help them to thrive in a global environment, regardless of their geography, race, class, or other factors.
- Supporting **GLOBAL POLICY** - Leaders from across the political spectrum benefit from understanding North Carolina's connections with the world, discovering new opportunities to advance our state's interests, and finding bipartisan solutions to the challenges we face.
- Fostering **GLOBAL INNOVATION** - Expanded global relationships and connections lead to opportunities to innovate.





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