

# EXPERIENCE CORPS STRATEGIC DIRECTION

# EXCEL. EXPAND. LEAD.

Experience Corps, an award-winning program, engages people over 55 in meeting society's great challenges. Today, in 19 cities across the country, 2,000 Experience Corps members tutor and mentor elementary school students struggling to learn to read. Independent research shows that Experience Corps boosts student academic performance, helps schools and youth-serving organizations become more successful, and enhances the well-being of the older adults in the process.

“The idea behind Experience Corps is to redefine how America sees an aging population: as a resource rather than a burden. And to use this resource to solve America’s problems.”

PHILADELPHIA INQUIRER



## VISION

A society that makes full use of experience to meet its greatest challenges

## MISSION

To create powerful opportunities for older adults to meet society's greatest challenges today, and lay the groundwork for millions of new opportunities for baby boomers tomorrow

## UNIQUE VALUE

*Just in time for the baby boom generation, Experience Corps is:*

- **A new model** that provides outstanding service in communities and an outstanding experience for people over 55
- **A proven program** focused on measurable results and designed to fit the baby boom generation
- **A learning laboratory** to study and strengthen this model, and to document and disseminate research findings
- **An advocate** for shaping policies and sparking public/private partnerships that expand opportunities for boomers to serve

## FIVE-YEAR GOALS

*By 2012, the Experience Corps program will:*

- Reach **50 communities**
- Engage **5,000 Experience Corps members**
- Tutor and mentor **50,000 children**

*Building on this success, Experience Corps will:*

- **Spark the creation** of hundreds of thousands of new opportunities for baby boomers to become leaders in changing their communities
- **Change popular perceptions** about the aging of America and its implications for individuals and society

## STRATEGY

*To reach these goals, Experience Corps will:*

- **Excel** by honing the program model through rigorous standards, training, and evaluation
- **Expand** by adding more members in current sites, reaching new communities, piloting new areas of service, and exploring new partnerships
- **Lead** by promoting the need for new opportunities that release the unprecedented potential for service of the baby boom generation

## NEW OPPORTUNITIES FOR A NEW AGE

2120 L Street, NW Suite 600  
Washington, DC 20037

tel 202.478.6190  
fax 202.478.6162

[www.experiencecorps.org](http://www.experiencecorps.org)  
[info@experiencecorps.org](mailto:info@experiencecorps.org)