

Strategic Plan

Adopted December 2019

The Virginia Public Access Project was founded in 1997 to ensure that Virginians could follow the money in politics. Since then, VPAP has developed a unique, non-partisan approach that elevates public understanding of complex data related to Virginia's elections, demographics and legislative process.

OUR MISSION

Elevate public understanding of Virginia politics and government by organizing and presenting public information in ways that are easily accessible to all and free of partisan bias.

VISION

An enlightened and inclusive democracy powered by an informed electorate.

Areas Of Strategic Focus



GOAL 1: Create resources that inform voters.

- ▶ **User Experience:** Improve design of website, data visualizations and other products to make them understandable to a wider audience
- ▶ **VaNews:** Create a more efficient, accessible gateway for informed voters
- ▶ **Civic Education:** Provide tools for those teaching the next generation of voters
- ▶ **New Opportunities:** Explore expanding content that fosters civic discourse in Virginia



GOAL 2: Invest in our mission through innovation and efficiency.

- ▶ **Marketing and Growth:** Diversify and grow VPAP's statewide audience
- ▶ **Innovation:** Continue to modernize and enhance our technology
- ▶ **Independence:** Engage donors and create new opportunities for civic-minded philanthropists to support VPAP
- ▶ **Continuity:** Engage in succession planning for board and staff to ensure our long-term strength and sustainability of the organization