

Historic H. B. Sugg School Strategic Plan 2024-2029

Historic H.B. Sugg School



Picture was contributed and donated by Rebecca Thomas, artist.

Serving and Educating People for Better Living
HHBSS

Historic H.B. Sugg School Strategic Plan 2024-2029
Serving and Educating People for Better Living
HHBSS

Table of Contents

Introduction	pg. 2
Mission	pg. 3
Vision	pg. 3 - 4
Overview	pg. 5
Renovation of Main Building and Converted Gym to Wellness Center	pgs. 5 - 7
Fundraising	pgs. 7 – 8
Membership and Donation Opportunities	pg. 9
Senior Program.....	pg. 10
Youth Development Program	pg. 11
Health and Wellness Program	pg. 12
Proposed Transit System	pg. 13
Historical Wing.....	pgs. 14 - 15
Marketing and Communication	pg. 16
Evaluation and Reporting	pg. 16
Administrative Support	pgs. 16 – 17
Contact Us	pg. 17
Organization Structure	pgs. 18 - 19
Appendix	pg. 20
Strategic Team	pg. 21

Historic H.B. Sugg School Strategic Plan 2024-2029
Serving and Educating People for Better Living
HHBSS



Former Principal and Faculty of H.B. Sugg School

INTRODUCTION

The Historic H. B. Sugg School (HHBSS) is a 501(c)(3) Nonprofit Corporation that offers a wealth of opportunities to the Farmville community. The strategic plan presents a blueprint for the goals and actions of the HHBSS to meet the challenges and expectations needed to support the citizens in the community. It is a plan to address four (4) questions:

- What are the initiatives to preserve, and sustain the Historic legacy of the former H. B. Sugg School?
- How will these initiatives be implemented, measured, and evaluated?
- How does the plan relate to the overall vision and mission of the HHBSS?
- How does the plan relate to the physical, economic, social, and emotional needs of the citizens in the community?

This is a dynamic plan that will be periodically revised and updated to maintain its relevancy to an accurate reflection of the community needs. Plus, it will be an annual plan of work to reflect the strategies over a period of five years.

Historic H.B. Sugg School Strategic Plan 2024-2029

Serving and Educating People for Better Living

HHBSS

MISSION

The mission of the HHBSS is to preserve, enhance, and utilize the iconic building, fulfilling the vision through education, economics, empowerment, and engagement.



HHBSS remodel vision is based on this renovation - Ribbon cutting of the H.B. Sugg Economic Building.

VISION

HHBSS will be a dynamic resource center providing services for all citizens in Farmville and surrounding areas.

Success begins with a vision - the ability to think about or plan the future with imagination or wisdom. Whether you are an alumnus, a member of the Farmville Community, or simply an individual concerned about economic growth and prosperity of the HHBSS you can help us transform vision into success; by serving and educating people for better living.

- o **Education**

We will educate the community with public speaking courses, leadership skills, registration for GED, and health educational opportunities, such as blood pressure checks, diabetic monitoring, and exercising.

- o **Economic**

The successful functioning of the renovated building will open economic possibilities. Finances will flow in, allowing the school to become self-sustaining, which again allows us to become a comprehensive resource for the community.

Historic H.B. Sugg School Strategic Plan 2024-2029

Serving and Educating People for Better Living

HHBSS

VISION (continued)

- o **Empowerment**

We will empower citizens in the community with the ability to take care of themselves economically, physically, and mentally. They will develop the tools needed for self-help.

- o **Engagement**

The HHBSS will create an open relationship with citizens through community outreach programs, thus encouraging individuals to participate in community activities needed for enhancement.



Community Engagement



Envisioning the Future

Historic H.B. Sugg School Strategic Plan 2024-2029
Serving and Educating People for Better Living
HHBSS

OVERVIEW

This strategic plan is the result of a four (4) day planning session that involved Historic H.B. Sugg School's staff and volunteers. The eight strategies are:

1. **Renovation of Main Building and Converting Gym to Wellness Center**
2. **Fundraising**
3. **Senior Program**
4. **Youth Development Program**
5. **Health and Wellness Program**
6. **Proposed Transit System**
7. **Historical Wing**
8. **Marketing and Communication**

Evaluation, Reporting and Administrative Support

Evaluation, Reporting and Administrative Support will be addressed separately in the plan. Additionally, the marketing and communication strategic areas were created to provide consistent feedback to the community and partners. Each strategic content area has several action items describing how it will move the school forward in carrying out its mission. Take a moment to explore our programs for serving and educating people for better living.

Renovation of Main Building and Converted Gym to Wellness Center

Coordinator Joyce Wilkes

The HHBSS describes four main categories for the treatment of its historic property:

- **Preservation:** focuses on the maintenance and repair of existing historic materials and retention of a property form as it has evolved over time
- **Renovation** (or Rehabilitation): acknowledges the need to alter or add to a historic property to meet continuing or changing uses while retaining the property's historic character.
- **Restoration:** depicts a property at a particular period of time in its history, while removing evidence of other periods
- **Reconstruction:** re-creates vanished or non-surviving portions of a property for interpretive purposes

Historic H.B. Sugg School Strategic Plan 2024-2029
Serving and Educating People for Better Living
HHBSS

**Renovation of Main Building and
Converting Gym to Wellness Center** (continued)

Coordinator Joyce Wilkes

While each of these project types involves a variety of considerations, there are several shared discussion points and best practices to note before beginning a historical renovation project. Some of the considerations are:

- School is a registered Historic Buildings so this is considered a historic project.
- Find the right partners. Historical projects are one of the more critical project types where an architect should lead from beginning to end.
- Determine the scope of work.
- Conduct a historic structure report.
- Prepare for on-site assistance.

The committee is recommending the school take appropriate steps to renovate the school to become a comprehensive center designed to meet the needs of the citizens in the Farmville service area, thus serving and educating people for better living. It is also recommended that a project manager and staff be hired to facilitate and oversee the renovation project. Further, a capital campaign is highly recommended for a project of this magnitude.

Renovation of Main Building and Converting Gym to Wellness Center	
PROJECT	PROJECT TIMEFRAME
Identify an Architect	December 2024
Architectural Drawing for the new renovated HHBSS	December 2024
Approval Date	2024 – 2029
Start-up of Construction and hiring	Estimated 2028
Monitor Progress	Yearly 2025-2029
Groundbreaking Ceremony	2028
Unveiling Ceremony	2029

It is the intent of the Board of Directors that the Architect retain completely the “existing appearance” of the facility under the Preliminary Design Phase of the work and maintain that throughout the development of the Construction Documents, while at the same time, bringing the facilities up to the current Building Codes. The Board reserves the right to review the preliminary design and to share this with their granting sources for their input and approval.

Historic H.B. Sugg School Strategic Plan 2024-2029
Serving and Educating People for Better Living
HHBSS

**Renovation of Main Building and
Converted Gym to Wellness Center** (continued)

Coordinator Joyce Wilkes

The HHBSS strategic plan recommends that the gym be converted into a Community Wellness Center. A wellness center is an umbrella concept that services several dimensions of wellness. It caters toward physical, emotional, social, and spiritual wellness. The Community Wellness Center will provide a wide range of programs including but not limited to addressing physical, emotional, social, and spiritual wellness for all ages. In order to achieve this strategy, it will require developing a business plan, creating a branding and marketing plan, designing a logo and website development. The community wellness center will represent the entire soul of the school's business plan relating to the vision and mission, thus serving and educating people for better living.



Prototype of the future Wellness Center -- Photo for visual purposes only. Credit Bing Photo.

Fundraising for the Historic H.B. Sugg School

Coordinator Josephine Horne

Fundraising is essential for the HHBSS to succeed. The funds may be obtained through events, donations, (either in kind or monetary), partnering with other organizations, and grants. This supports capital campaigns, comprehensive planning, and a business plan to implement the strategies needed for financial success. Funding will be required for 2024-2029.

Historic H.B. Sugg School Strategic Plan 2024-2029
Serving and Educating People for Better Living
HHBSS

2024 HHBSS FUNDRAISING SCHEDULE

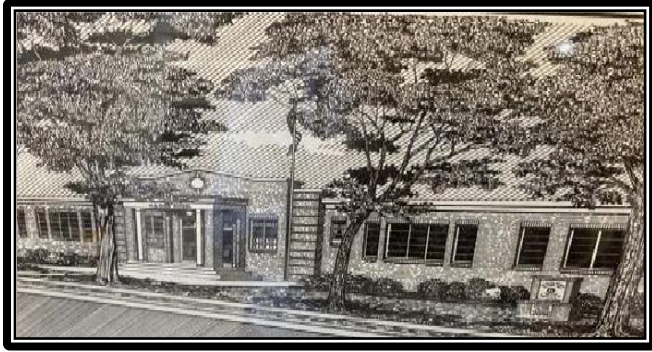
Event	Timeframe	Location
Annual Banquet	June 29, 2024	Greenville Country Club, Greenville NC.
Gospel Concert	August 3, 2024	Farmville Central HS Auditorium. Farmville NC
One-Day Revival	November 2, 2024	Salvation and Praise Full Gospel Church. Farmville NC
Lunch Plate Sales	Ongoing thru December 2028	Historic H.B. Suggs School Economics Building
Grants	Ongoing thru December 2028	
Cash Donation	Ongoing thru December 2028	
Sponsorship	Ongoing thru December 2028	
Naming Rights	Ongoing thru December 2028	
Honoring Teacher Plaques	Ongoing thru December 2028	

A planning grant is needed to develop a business plan for the renovation and conversion of the gym. Also, a comprehensive plan is needed to coordinate the entire future plans for the school. A budget for the planning grant will include funding for an architectural engineer to provide data and drawings to renovate and convert buildings. In addition, other resources are needed to hire a project manager and staff to facilitate and implement the strategic planning process. Finally, a budget will be developed to outline the entire funding needed to carry out the planning process needed to complete the future plans for the total project.



Fundraising Team Members

Historic H.B. Sugg School Strategic Plan 2024-2029
Serving and Educating People for Better Living
HHBSS



Serving and Educating People for Better Living

Membership and Donation Opportunities

Thank you for your support of the Capital Campaign
Project Home of the Historic H. B. Sugg School Your
donation is tax deductible.

The Historic H. B. Sugg School is a 501(c) (3) non-profit organization.

MEMBERSHIPS (Endorsement Fund)

___ STUDENT \$10 ___ SENIOR \$25 ___ INDIVIDUAL \$40 ___ FAMILY \$50 ___ Other

___ DONOR \$150 ___ SPONSOR \$250 ___ PATRON \$500 ___ BENEFACTOR \$1,000

Join, renew, or increase your membership level today!

DONATIONS

Please check the amount and program you would like to support.

___ \$10 ___ \$25 ___ \$50 ___ \$100 ___ \$250 ___ \$500 ___ Other

In Memory of: _____ In Honor of: _____

(Minimum of \$500 donation for Memory/Honor Plaque)

___ General Operating Funds ___ HHBSS Renovation ___ Afterschool Programs

___ Historic Wing/Museum ___ Wellness Conversion/Program

Name (s) _____

Address _____

Phone _____ Email _____

Total Amount Enclosed _____ CHECK # _____

Capital Campaign plays a pivotal role in enabling the Historic H. B. Sugg School nonprofit to secure financial resources needed for major projects, infrastructure development, and long-term sustainability. An envelope has been included for easy return. Make check payable to Historic H. B. Sugg School Capital Campaign.

Historic H.B. Sugg School Strategic Plan 2024-2029 Serving and Educating People for Better Living HHBSS

Senior Program

Coordinator Denise Wilkes
Co-Chair - AaYshah Salaam

In the 21st Century, it is imperative that communities address loneliness and barriers to care faced by vulnerable populations such as older adults. The HHBSS is proposing a unique senior program to support and identify issues impacting seniors in the community. The senior program will address elderly people having age-related conditions that do not require specialized treatments. In addition, the program will aid with healthcare, housing, nutrition, and general age-related issues. Senior classes may include yoga, writing, aerobics, health, technology and more as needed.

Senior Program		
Program	Dates Offered	User Contribution
Senior Youth Connection	June 2024-Ongoing	No Cost
Quarterly Trips	June 2024-Ongoing	TBD
Health Screenings	Ongoing	No Cost
Physical Fitness	June 2024-Ongoing	\$5-\$10 Cost
Gardening	May 2024-Ongoing	TBD
Other Related Programs	TBD	TBD



Senior Program



Community Garden Program

Historic H.B. Sugg School Strategic Plan 2024-2029
Serving and Educating People for Better Living
HHBSS

Youth Development

Program Coordinator - Carrie Baker
Co-Chair - Dantriel Woodland

The HHBSS Youth Development Program is designed to provide the necessary principles to help youth reach their full potential. Programs will be based on six principles and other positive attributes that will build on the foundations of their life supporting them by becoming their best self. The six principles include: responsibility, trust worthiness, caring, fairness, citizenship, and respect. Workshops will be presented to facilitate the positive and effective transformation of each youth. These programs will be presented in a holistic manner impacting physical, mental, emotional, financial, and spiritual well-being. Actual dates of events will be posted on the [HHBSS website](#) and Facebook page.

Youth Development Program			
Program	Date Offered	Age Range of Program	User Contribution
Six Principal Workshop	June 2024 Ongoing	All School aged youth.	\$10 Cost
Mental Health Awareness	June 2024 Ongoing	TBD	No Cost
Budgeting and Finances	June 2024 Ongoing	Middle and H.S. Youth	\$10 Cost
Educational Development (College/Trade)	July 2024 Ongoing	Middle and High School Youth	TBD
Field Trips	TBD	TBD	TBD
Other related Programs	TBD	TBD	TBD



Youth Development Programs

Historic H.B. Sugg School Strategic Plan 2024-2029

Serving and Educating People for Better Living

HHBSS

Health and Wellness

Program Coordinator - Ingrid Ebron

HHBSS will remain flexible and adaptable to our community's health and wellness. We will offer opportunities for self-help and fitness improvement. We will effectively communicate with those involved in the activities and programs. With the ongoing building relationship between the community and the HHBSS, this will build a fruitful resource for our community and surrounding areas.

Health and Wellness Program			
Program	Date Offered	Age Range of Program	User Contribution
Blood Pressure Monitoring	Aug. 2024-Ongoing	12 yrs. and up	No Cost
Glucose Monitoring	Sept. 2024-Ongoing	12 yrs. and up	No Cost
Exercise Class	Nov. 2024-Ongoing	12 yrs. and up	\$10 Monthly Fee
Zumba Classes	Nov. 2024-Ongoing	16 yrs. and up	\$10 Monthly Fee
Nutrition Classes	Dec. 2024-Ongoing	16 yrs. and up	\$10 Monthly Fee
Mental Health	Dec. 2024-Ongoing	12 yrs. and up	TBD



Health and Wellness



Health and Wellness programs

Historic H.B. Sugg School Strategic Plan 2024-2029
Serving and Educating People for Better Living
HHBSS

Proposed Transit System

Coordinator - Shalisa Baker
Co-Chair - Randy Lee

The HHBSS will raise funds to establish a low-cost transit system. This will provide a transportation resource to youth and families in Farmville and surrounding areas. Additional information on the transit system will be posted on the [Historic H.B. Sugg website](#) and [Facebook page](#).

Proposed Transit System	
Project	Timeframe
Apply for Grant	May 2024
Raise Matching Funds	Ongoing
Establish Location for system	May 2024
Establish Transit Schedule	July 2024
Establish sliding scale fee	July 2024
Establish Operational Budget	July 2024
Identify/Hire Driver	July 2024



Prototype transport vehicle - for visual purpose from Bing Photo

Historic H.B. Sugg School Strategic Plan 2024-2029
Serving and Educating People for Better Living
HHBSS

Historical Wing

**Coordinator Carrie Baker
Co-Chair Dominique Baker**

The Historical Wing will highlight the collection of artifacts, memorabilia, information from Ms. Eulalia Williams, and many other contributors. It will give life to the struggles, obstacles, and perseverance of the founders of H.B. Sugg School. The legacy will continue and be preserved through this strategic plan. Notification of the opening of the Historic Wing will be posted on the [H.B. Sugg School website](#) and [Facebook page](#).

Historical Wing	
Event	Timeframe
Collect Items	January 2024
Catalog Items	June 2024
Opening of Wing	TBD (renovation of building)



Prototype of the original H.B. Sugg produced by Dominique Baker seen with his mother, Carrie Baker.

Historic H.B. Sugg School Strategic Plan 2024-2029
Serving and Educating People for Better Living
HHBSS

Historical Wing (continued)



Prototype of the original H.B. Sugg designed and produced by Dominique Baker

Historic H.B. Sugg School Strategic Plan 2024-2029
Serving and Educating People for Better Living
HHBSS

**Marketing and Communication and
Evaluation and Reporting**

Coordinator Adrian Dixon



Adrian Dixon,
Public Relations Coordinator

Adrian Dixon has been designated the Public Relations representative for Historic H.B. Sugg School. The Public Relations coordinator will provide marketing strategies to connect individuals with our mission through various methods monthly and as other events are scheduled.

Marketing and Communication/Evaluation and Reporting		
Event	Timeframe	Method
Launching Website	March 2024	
Monthly Communication and Updates: Via Facebook and Website	Ongoing	Electronical or in-Person
Special Events	Ongoing	In-Person
Briefing	Ongoing	Virtual or In Person
Annually	Ongoing	Virtual or In Person
Annual Strategic Plan Evaluation Report	Ongoing	Virtual or In Person

Administrative Support

Coordinator Shalisa Baker

The goal and objective set forth in this plan reflects the combined efforts of staff and volunteers. It will be the responsibility of the HHBSS to see that strategies are implemented, programs and efforts are evaluated, and impacts are reported.

In addition, the school will serve in a supportive role in:

- Identifying and securing resources.
- Advising and assisting in action implementation

Historic H.B. Sugg School Strategic Plan 2024-2029
Serving and Educating People for Better Living
HHBSS

Administrative Support (continued)

Coordinator Shalisa Baker

- Promoting programs and building partnerships.
- Monitoring the transformation of the Historic H.B. Sugg School.

Expectations for the next five (5) years			
Expectations	Exceed Expectations	Met Expectations	Below Expectations
Renovations of Main Building and Converting Gym to Wellness Center			
Fundraising			
Senior Program			
Youth Development Program			
Wellness Program			
Transit System			
Historic Wing			
Marketing and Communications			
Evaluation and Reporting			

SEE FOR YOURSELF - Contact Us

If you would like to learn more about the unlimited opportunities available to citizens interested in the Farmville community, please visit the HHBSS and speak with our staff, visit our website, or find us on Facebook.

Staff	Joyce Wilkes and Ingrid Ebron
Website	www.historichbsugg.com
Facebook	Historic H.B. Sugg School
Email	Historic.1903@gmail.com

Historic H.B. Sugg School Strategic Plan 2024-2029
Serving and Educating People for Better Living
HHBSS

ORGANIZATION STRUCTURE
BOARD OF TRUSTEES

The Board of Trustees provides leadership to the HHBSS and they are committed to the strategies outlined in the Strategic Plan.

- Ronnie Wilkes and Joyce Wilkes serve as the liaisons on the Board of Trustees to the Historic H.B. Sugg committees.
- Adrian Dixon is serving as the official spokesperson for the HHBSS.

HISTORIC H.B. SUGG TRUSTEE BOARD	
Name	Position
Ronnie Wilkes	President
Joyce Wilkes	Vice President
Ingrid Ebrons	Secretary
Josephine Horne	Treasurer
Carrie Baker	Member
Adrian Dixon	Members
Emma Langs	Member
Robert Smith	Member
Rose Daniels	Member
Carlton Harper	Member
Charles Langley	Member

Historic H.B. Sugg School Strategic Plan 2024-2029
Serving and Educating People for Better Living
HHBSS

ORGANIZATION STRUCTURE
ADVISORY BOARD

- The Advisory Board provides support for the processes that impact the HHBSS.
- The Advisory Board is a group of experts who lend their skill, guidance, and knowledge to the Historic H.B. Sugg School. It also serves the purpose of its name, to offer advice that assists the school to grow and achieve its goals.

HISTORIC H.B. SUGG ADVISORY BOARD	
Name	Position
Adrian Dixon	Manager, Self Help Credit Union
Ron Webb	Artech. Engineer
Dantriell Woodland	Director, Boys & Girls Club
Evans Lewis	Attorney
Morgan Daugherty	Minister
Joyce Wilkes	School's Administrator
Tammy Mathis	Supporter of the people
Carrie Baker	CEO – Lost Sheep Resource Foundation
Celia Stone	Minister
Judith Claire Edwards	Licensed General Contractor, Restoration & Design

Historic H.B. Sugg School Strategic Plan 2024-2029
Serving and Educating People for Better Living
HHBSS

APPENDIX

STRATEGIC PLANNING TEAM

PROGRAMS	TEAM LEADS
Renovation of Main Building and Converted Gym to Wellness Center	Coordinator Joyce Wilkes
Fundraising for the Historic H.B. Sugg School	Coordinator Josephine Horne
Senior Program	Coordinator Denise Wilkes
Youth Development Program	Coordinator Carrie Baker
Health and Wellness Program	Coordinator Ingrid Ebron
Proposed Transit System	Coordinator Shalisa Baker
Historical Wing	Coordinator Carrie Baker
Marketing and Communication	Coordinator Adrian Dixon
Administrative Support	Coordinator Shalisa Baker
Evaluation and Reporting	Strategies for this section were selected from the Action Items.
Facilitator	Dr. Alma Hobbs
Editor	Sheconia Harris

Strategic Planning Team



Row 1 (Left to Right): Joyce Wilkes, Ronnie Wilkes, and Josephine Horne

Row 2 (Left to Right): Ingrid Ebron, Carrie Baker, and Sheconia Harris

Not Pictured: Shalisa Baker, Adrian Dixon, and Denise Wilkes