



Brooklyn Bridge
ALLIANCE
FOR YOUTH

Revitalized Strategic Plan

2023-2026

Shared Vision

The Brooklyn Bridge Alliance contributes to the thriving of each young person, particularly those who have been historically marginalized, by challenging inequities and creating conditions that build hope.



Our Mission

The BBAY is a backbone organization that coordinates the efforts of partners to build a system of high-quality, accessible, and fully resourced opportunities that address systemic disparities in graduation, pathways to college and career and youth safety and wellbeing.

Core Values

- Youth-centered and youth-led.
- Build sustainable community partnerships.
- Accountability to self, partners, and community.
- Intentional inclusivity and representation.
- Innovate to disrupt structural inequities.
- Authentically share power with community.

Goals

1. Increase in partners ability to respond and transform in response to youth needs and aspirations.
2. Increase in youth leading community change while developing their skills.
3. Increase in BBAY partner results in eliminating predictable disparities in graduation, pathways to college and career, and safety and wellbeing.

Strategies

- **Move forward together with youth partnerships and action.**
 - Build cross-systems leadership to advance BBA's mission.
 - Adapt practices to include all youth.
 - Support youth-decided future readiness and well-being.
 - Build intentional youth partnerships.
- **Develop adult partners capacity to accomplish our shared vision.**
 - Clarify and specify partner expectations.
 - Create intentional learning and connection about equity.
 - Use data with a bent toward action and centering equity.

Collective Action Plan 2026

Moving forward together with youth partnerships and action.

Goal 2: Increase in youth leading community change while developing their skills.

- a. Expand & strengthen youth leadership of the Brooklyn Youth Council and other youth led efforts. (BYC, YCEIC, Project Specialist, RBYMH Outreach Specialist)
- b. Strengthen youth voice, engagement & decision-making power through Youth OnBoard. (YCEIC, YOBC, Project Specialist, DEYC)
- c. Advance local youth-centered policy & community safety. (YCEIC, Project Specialist, RBYMH Interns & Coordinator)
- d. Lead & coordinate youth-centered policy & systems change. (Ex. Dir., RBYMH Coordinator, DEYC, YCEIC)
- e. Transportation solutions informed by youth. (CET, YCEIC)
- f. Improve communication & engagement with youth. (Project Specialist, Outreach Specialist, interns & all BBAY staff)
- g. Tell the collective impact story with a youth-led narrative. (DEYC, Project Specialist, Ex. Dir.)
- h. Implement high-quality culturally responsive youth programs. (YCEIC, CRT, YOBC, DEYC, Project Specialist)
- i. Support & amplify Reimagine interns' projects. (RBYMH Coordinator, RBYMH Interns, Outreach Specialist)
- j. Youth-as-partners data gathering for Communities that Care community Profile. (DEYC, Youth Data Squad, RBYMH Coordinator)
- k. Promote youth engagement opportunities. (CET, SLT, YCEIC, Project Specialist)

Goal 3: Increase in BBAY partner results in eliminating predictable disparities in graduation, pathways to college and career, and safety and wellbeing.

- a. Communicate with purpose to increase collaboration internally. (SLT, Ex. Dir., Project Specialist)
- b. Strengthen & streamline communication externally. (ELT, Ex. Dir., Project Specialist)
- c. Build a comprehensive communication plan with data narratives. (Project Specialist, Ex. Dir., DEYC)
- d. Implement culturally responsive tutoring & youth programs. (YCEI, CRT, YOB, DEY Coordinators, Project Specialist)
- e. Expand OST, affinity groups & summer programming. (YCEI, CRT, YOB, DEY Coordinators)
- f. Cross-agency youth resource hub & mentorship supports. (YCEIC, Project Specialist, CRT, YOBC, CET)
- g. Youth-centered policy & advocacy. (Ex. Dir., RBYMH, YCEI, & DEY Coordinators)
- h. CTC data & youth wellbeing indicators - implement Youth to Youth Survey. (DEYC, Youth Data Squad, RBYMH Coordinator)
- i. Strengthen ecosystem through diversified funding. (Ex. Dir., Project Specialist, all BBAY staff)

Developing adult partners capacity to accomplish our shared vision.

Goal 1: Increase in partners ability to respond and transform in response to youth needs and aspirations.

- a. Strengthen relationship building across sectors - BBAY presentations and a new Joint Powers Agreement. (ELT, Ex. Dir.)
- b. Strengthen relationships, accountability & collaboration. (SLT, CET, YCEIC, Ex. Dir.)
- c. Coordinate the RBYMH initiative. (RBYMH Coordinator, Advisory, Interns)
- d. Lead youth outreach & engagement for Reimagine Initiative. (RBYMH Coordinator, Outreach Specialist)
- e. Adult power-sharing & co-design training. (CET, BYC, YCEIC, all BBAY staff & adult partners)
- f. Grow youth power & adult capacity training. (YOB Coordinator, RBYMH Coordinator, YCEIC, SLT)
- g. Build healing-centered organizational culture. (Ex. Dir., Board, all teams)
- h. Elevate OST & philanthropic partnerships. (ELT, Ex. Dir., DEYC)
- i. Strengthen ecosystem: partner capacity & risk mitigation. (Ex. Dir., Project Specialist, all BBAY staff)
- j. Build organizational capacity & sustainable partnerships. (YCEIC, Ex. Dir., all BBAY staff)
- k. Cross-agency basic needs resources and transportation hub. (CET, YCEIC, Project Specialist)

BBAY - Brooklyn Bridge Alliance for Youth
OST - Out of School Time
RBYMH - Reimagine Black Youth Mental Health
YOBC - Youth OnBoard Coordinator
CRT - Culturally Responsive Tutoring Coordinator
ELT - Executive Leadership Team
SLT - Strategy Team
CET - Community Engagement Team
BYC - Brooklyn Youth Council
DEYC - Data, Evaluation and YPAR Coordinator
YCEIC - Youth & Community Engagement Initiatives Coordinator
Ex.Dir. - Executive Director

