

## Strategic Plan 2012 – 2017

### Goals, Objectives and Vision over the period 1 to 5 years

Our Goal is to strengthen community participation and input in the development of programmes and services to meet community needs. To achieve this we will address three components of this goal:

#### 1. Deepen Community Engagement

- a. Promote community use of the Centre's facilities to further develop the sense of community ownership and belonging. This increases community safety and creates opportunities for social interaction, thereby reducing social isolation.
- b. Encourage community voluntarism and ensure that the volunteer experience is as fulfilling as possible meeting both the agency's need for resources and volunteer's need for skills development and rewarding opportunities to share their skills and generosity
- c. Enable resident participation in the political process at all levels of government by promoting and facilitating civic engagement in processes that impact their lives
- d. Make strong linkages with the communities of Southwest Scarborough using asset-based community development methods which identify community strengths, resources and ideas to promote positive change on an individual and community level
- e. Increase membership of the Community Advisory Group, conduct regular focus groups, questionnaires and outreach to best identify community needs and ensure relevant and regular community input to our programmes

#### 2. Improve Organizational Viability and Relevance

- a. Only offer programmes and services which use our core competencies to meet community needs, and where we believe we are the best available provider for such programmes
- b. Ensure the sustainability and financial viability of WWCC by increasing the diversity of funding sources to include a higher percentage of non-government funding
- c. Maintain a healthy working environment, committed to continuous learning, where staff, volunteers and members of the public are welcomed, nurtured and supported
- d. Ensure that a consistent organizational evaluation process focused on outcomes is applied to measure employee, programme and overall agency impact.

#### 3. Strengthen Advocacy, Collaboration and Strategic Networking

- a. Advocate, strengthen and expand strategic linkages with grass roots organizations, sector networks, service partners, local business, government, local political leadership and community advocacy groups etc. that will help address community needs and goals and changing economic realities.