

2017-2021 Strategic Plan

VISION

To foster individual and community well-being, build leaders and create opportunities for our community.

1. PROGRAMS AND SERVICES

Build excellent, inclusive and welcoming programming that responds to identified community needs.

DECEMBER 2021 GOALS	DECEMBER 2021 INDICATORS
<ul style="list-style-type: none"> ✓ Align Eastview programs and services with community and funder needs 	<ul style="list-style-type: none"> • <i>Program descriptions in place and maintained</i> • <i>Program evaluation process in place</i> • <i>Community needs assessment review completed annually</i> • <i>Programs and services reflect community needs</i> • <i>Minimal change recommendations from funders</i>
<ul style="list-style-type: none"> ✓ Provide appropriate, barrier-free and satisfactory programs and services 	<ul style="list-style-type: none"> • <i>Participant satisfaction survey more than 80% satisfied or very satisfied</i> • <i>Participant turnover <10% due to dissatisfaction</i> • <i>Programs operate at capacity</i> • <i>Effective AODA-compliant service is provided</i>

2. EASTVIEW FACILITIES

Create a modern, accessible, safe, community hub that attracts and retains participants from the Blake-Boulton community and beyond.

DECEMBER 2021 GOALS	DECEMBER 2021 INDICATORS
✓ Create a Facility/Capital Funding Plan linked to program goals	<ul style="list-style-type: none"> • <i>Feasibility assessment of expansion completed</i> • <i>Capital campaign executed (if that is the agreed direction)</i> • <i>Necessary funding secured</i>
✓ Improve Eastview space for public and staff	<ul style="list-style-type: none"> • <i>Refresh/upgrade plan completed</i> • <i>Refresh completed</i>
✓ Involve the Community in upgrade of Eastview facilities	<ul style="list-style-type: none"> • <i>Needs assessments will ask for community feedback with respect to facilities upgrades</i>

3. STAFF AND VOLUNTEERS

Provide opportunities for staff and volunteers to grow and expand their skills and experience in order to foster commitment, professionalism, enthusiasm and high satisfaction levels.

DECEMBER 2021 GOALS	DECEMBER 2021 INDICATORS
✓ Ensure skilled staff through professional development program	<ul style="list-style-type: none"> • <i>At least one City training course completed yearly per staff member</i> • <i>Staff satisfaction survey 85% satisfied or very satisfied</i> • <i>Low permanent staff turnover; few grievances</i>
✓ Enhance volunteer program	<ul style="list-style-type: none"> • <i>Improved volunteer database</i> • <i>Volunteer satisfaction survey 80% satisfied or very satisfied</i> • <i>Top volunteers recognized yearly</i>
✓ Staff and volunteers are broadly knowledgeable about Eastview	<ul style="list-style-type: none"> • <i>Better collaboration between staff, programs and departments</i> • <i>Staff and volunteers are able to promote/represent Eastview</i>

4. ENCC FUNDING

Identify, pursue and retain funding streams that contribute to Eastview's long-term financial stability and sustainability

DECEMBER 2021 GOALS	DECEMBER 2021 INDICATORS
✓ Maintain key funding relationships (Board suggested: Revenues are sufficient to maintain community programs and services)	<ul style="list-style-type: none"> • <i>Continued funding at existing levels or better</i>
✓ Increased funding diversity	<ul style="list-style-type: none"> • <i>3 new funding sources (public or private) confirmed annually</i>

5. PARTNERSHIPS

Network with organizations likely to enrich our mutual abilities to provide service excellence for our community.

DECEMBER 2021 GOALS	DECEMBER 2021 INDICATORS
✓ Strengthen existing partnerships	<ul style="list-style-type: none"> • <i>15 MOUs in place</i> • <i>Appreciation/recognition of partners happens annually</i>
✓ Grow number of outreach partnerships	<ul style="list-style-type: none"> • <i>Increased number and diversity of partner programs to which we can refer clients</i> • <i>Broad awareness by Eastview staff of partner programs to which we can refer clients</i> • <i>6 networking events are held at Eastview annually</i>

6. PROFILE, BRANDING AND AWARENESS

Promote Eastview as a relevant and trusted organization offering high quality programs and services where community members participate and make contributions.

DECEMBER 2021 GOALS	DECEMBER 2021 INDICATORS
✓ Clear definition of ENCC brand	<ul style="list-style-type: none"> • <i>Website and all communications materials align with Eastview brand</i> • <i>Increased Social Media followers</i>
✓ Improved community awareness of Eastview	<ul style="list-style-type: none"> • <i>Media and communications plan in place, including media management</i> • <i>Community events scheduled targeting community awareness, Eastview reputation</i> • <i>Marketing materials in place</i> • <i>Eastview representation at Local BIAs</i> • <i>Eastview representatives at 20 public community events per year</i>
✓ Enhance Eastview's reputation as a safe and respectful community hub	<ul style="list-style-type: none"> • <i>Consistent messaging in place at Eastview on safety, respect, and courtesy</i> • <i>Staff trained and consistent re messaging and enforcement</i> • <i>Community aware of enhanced reputation</i>