

# Strategic Plan 2021-2024



RIVERCITY  
INCLUSION

RESPECT • FAIRNESS • BELONGING • INCLUSION

## TIMELINE

## ACHIEVEMENTS

## NEXT STEPS...

September 2021

A facilitator was hired to coordinate the creation of a new 3-year strategic plan. Staff, stakeholders, Board members and self-advocates were invited to attend. 5 visions were created.

From the 5 vision statements, work commenced to begin implementation. Sub-committees for each vision were put together to meet before the next review.

### Visions Categories

Funding & Partnerships  
Branding & Reputation

People & Culture  
Client Services & Supports

Technology

April 6, 2022  
6 month review

- Funding needs list created
- Staff Satisfaction Survey was revised to go into more depth around health and wellness
- Workforce Plan was created

- Gather staff testimonials
- Action Plan for staff satisfaction put into place
- Create a survey to identify needs of the community for clients
- Explore training and development needs of staff

The action priorities were reviewed and updated. Sub-committees met to work on their actionable priorities.

October 17, 2022  
1 year review

- Organization was renamed
- Career Development Pathway was launched
- List of agencies to develop partnerships with for housing for neurodiverse clients was created
- Strategy in place for future of our programs

- Create a video for promotional advertising
- Admin staff attend program staff meetings
- Begin highlighting our current employees in staff newsletter
- Create a self-advocacy calendar on our website
- Review Accessibility Plan for any technological gaps

The action priorities were reviewed and updated. Sub-committees met to work on their actionable priorities.

June 1, 2023  
18 month review

- Video was created by Inclusion BC on Employment Services - this can be used for recruiting and many other purposes. Shaw Explore Program interviewed the Executive Director, and the video has been shared on social media and the programs
- Training and development gaps were identified, and plan was created and implemented
- Logo for new name designed and launched, with positive response.

- A master list of Foundations with grant options to be created, with timelines
- Expand the fundraising needs for the Society
- Staff testimonials to be sent to Social Media crew for recruitment strategy use
- Create a community awareness event during October for Community Living Month
- Reach out to Volunteer Campbell River to aid in helping clients with skills and hobbies

The action priorities were reviewed and updated. Additionally, the future state visions statements were reviewed and discussed on how to bring the "what we hope to achieve by 2024" back into actionable priorities.