



2015-2018

STRATEGIC PLAN

Bringing our plan to life!

I am pleased to release the first narrative update of our Strategic Plan. This report aims to provide a brief update and is based on Four Goals that are linked to our Strategic Directions.

We launched our Strategic Plan at our Annual General Meeting in June 2015 and officially launched our Strategic Plan internally at our Employees Recognition Dinner in October 2015. Throughout 2015, staff were oriented to our new Strategic Plan and continue to be supported in integrating our Strategic Directions to achieve our Vision:

“Empowering and supporting children as well as families to foster a healthy future for our communities.”

This narrative reporting mechanism outlines goals and the strategies we have initiated or will initiate both short term and long term to achieve these goals for two of the four Strategic Directions. This process is meant to engage staff at all levels in purposeful discussion while providing our Board of Directors with an opportunity to gauge progress on our key areas of focus.

I invite you to learn more about our 2015-2018 Strategic Plan and welcome any feedback you may have.

We have timed these narrative updates to coincide with our Annual General Meeting as follows:

- First narrative report - June 2016
- Second narrative report - June 2017
- Third narrative report - June 2018

OUR VALUES



STRATEGIC DIRECTIONS

- 1 To provide the best services, employ the best staff and be the best organization possible.
- 2 To communicate effectively with individuals both inside and outside the organization.
- 3 To act as a champion for the needs of the communities we serve.
- 4 To expand both internally and externally through collaboration, relationship building as well as partnerships in our communities.

Priority #2: To communicate effectively with individuals both inside and outside the organization.

	Goal #4	Improve internal communication at orientation and throughout the employee life cycle.
	Current Position	<ul style="list-style-type: none"> All staff have access to emails and Yammer.
Proposed Changes	Short-Term (to be implemented in 2016)	<ul style="list-style-type: none"> Create a one-page dual purpose list of all services and programs to review with all new staff. Ensure that orientation information shared with new staff is also available for review by seasoned staff. Create a protocol for the use of Yammer. Create a communication policy for the whole organization. Survey staff on this particular issue on a regular basis.
	Long-Term (to be implemented in 2017)	<ul style="list-style-type: none"> Create a newsletter for all staff. Create a presentation (video) for training purpose.

	Goal #5	Improve awareness of all available services OCOF provides both internally and externally.
	Current Position	<ul style="list-style-type: none"> We created a new website, introduced Yammer and created Facebook pages.
Proposed Changes	Short-Term (to be implemented in 2016)	<ul style="list-style-type: none"> We have identified a lead to make changes to our website to ensure the information is kept up to date. Develop a protocol for posting on Yammer. Develop a protocol for posting on Facebook. Increase our marketing taking advantage of earned media: use our Program events to publicize OCOF. Ensure we have OCOF SWAG for events and media.
	Long-Term (to be implemented in 2017)	<ul style="list-style-type: none"> Create a presentation (YouTube video) for information purposes. Display our programs/daycares through site visits with councillors, media, etc.

	Goal #6	Rebrand and consolidate fundraising efforts
	Current Position	<ul style="list-style-type: none"> Infant Food Cupboard being mistaken for the Infant Food Bank. It is very hard to market our organization when our message isn't clear.
Proposed Changes	Short-Term (to be implemented in 2016)	<ul style="list-style-type: none"> Need to re-invent our pitch and re-brand a Fundraising Program. We would do a soft launch at our AGM and a community launch for sponsors, community partners and media in August/September 2016. Decentralize the Infant Food Cupboard for it to be a community based program accessible at all program sites.
	Long-Term (to be implemented in 2017)	<ul style="list-style-type: none"> Recruit and train volunteers for event participation to be managed by our Manager of Fundraising & Special Projects. Create a Volunteer appreciation event. Create new programs focusing on food security (ie: Backpack Program, Layette Program, Cooking with Kids, etc.) Automate our fundraising system.

Priority #4: To expand both internally and externally through collaboration, relationship building as well as partnerships in our communities.

	Goal #12	Reduce waiting list for services and increase enrollment.
	Current Position	<ul style="list-style-type: none"> • Our Daycare Programs are not at full licensed capacity. • Although our Family Resource Centres have the maximum number of participants, we do not have wait lists and our numbers of participants are down from previous years. • Our current data system is paper-based and extremely inefficient resulting in lost time for both our Daycares and Family Resource Centres.
Proposed Changes	Short-Term (to be implemented in 2016)	<ul style="list-style-type: none"> • Advertise for daycare vacancies. • Ensure that our pamphlets and posters are posted throughout the city for both Daycare and Family Resource Centres in key locations (ie: Doctors' offices, Community Bulletin Boards, EI, Ontario Works, etc.) • Centralize the function of monitoring the City's waitlist (central registry) to ensure we are on top of all vacancies. • Ensure that our parents who attend Daycare have program information. • Create a Facebook page for each of our Daycare sites. • Ensure our staffing complement is adequate at all times. • Implement Client Satisfaction surveys on a yearly basis for both Program and Daycares.
	Long-Term (to be implemented in 2017)	<ul style="list-style-type: none"> • Automate time and attendance to increase efficiencies and reduce the paper flow. • Automate Family Resource Centre Database to improve reporting requirements. • Automate Daycare children enrollment process.

