



Our Children
Our Future

Nos enfants
notre avenir



2018-2023

STRATEGIC PLAN

EXECUTIVE SUMMARY

In the Spring of 2018, our Board of Directors and Management Team embarked on a strategic planning process to define our priorities and opportunities for the next five (5) years.

We surveyed our Parent/Guardian stakeholder group and held focus group meetings with our staff. Using the results from the Parent/Guardian survey and the focus groups, the Board of Directors and Management met for a full day to create this plan utilizing the SOAR Strategic Planning Framework.

Our 2018-2023 Strategic Plan includes a new Vision and Mission and updated Values. It outlines four strategic goals to help us move ahead and be the best organization possible.

This strategic plan renews our commitment to providing excellence in programming and service delivery, designed to meet the needs of all children and families in our community.

Throughout this strategic planning process, everyone has shown tremendous enthusiasm and commitment to Our Children, Our Future/Nos enfants, notre avenir and we thank you for your interest and participation.



A photograph of two young children, a boy and a girl, sitting on a light-colored wooden table. They are both wearing bright yellow long-sleeved shirts. The boy on the left is smiling and has his hands in a red plastic tub filled with water. The girl on the right is also smiling and has her hands in a white plastic tub filled with water. The background shows a play area with various toys and a red table. The text is overlaid on the image.

VISION

Children and families are the heart of our future.

MISSION

Engaging children and families in fostering a healthy future for our communities.

VALUES

Development:

Improving overall well-being in our community through a dedication to lifelong learning.

Inclusiveness:

Providing an open, welcoming and safe environment for all, based on mutual respect.

Collaboration:

Meeting our common goals through communication, coaching, flexibility and partnership.

Excellence:

Providing innovative solutions through qualified professionals while upholding accountability for our high standards of quality.



STRATEGIC GOAL 1

To broaden our community outreach through various marketing strategies.

Our Children, Our Future will:

- Identify and address gaps and barriers in our communities in an advocacy role.
- Pursue funding, grants and fundraising opportunities to expand our services to children from ages 0-18 as well as their families.



STRATEGIC GOAL 2

To evaluate the feasibility and pursue opportunities related to the development of an OCOF Community Resource Centre.

Our Children, Our Future will:

- Conduct feasibility studies on OCOF Head Office/Community Resource Centre opportunities.
- Develop realistic scenarios for expansion of OCOF via ownership or lease.
- Pursue funding, grants and fundraising opportunities focused on the development of the OCOF Head Office/Community Resource Centre.



STRATEGIC GOAL 3

To develop a systematic approach to communication within the organization.



Our Children, Our Future will:

- Improve awareness of programs, events and site specific offerings through multiple communication methods.
- Improve communication, awareness and referrals between daycares and programs.
- To recognize and celebrate all staff for their service and contribution to the organization.



STRATEGIC GOAL 4

To recruit, train, motivate and mentor staff to ensure quality services and overall wellbeing.

Our Children, Our Future will:

- Improve recruitment practices to establish consistency in skill, motivation and expectations.
- Act as a model learning organization by providing ongoing professional development opportunities and in-house training for all staff.



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