



STRATEGIC PLAN 2015-17

Approved by the Board of Directors

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Vision

"A leading community partner working today for a healthier tomorrow"

Mission

"The Centre works in a progressive and collaborative manner to provide a wide range of supportive and empowering community services. This is achieved through the proactive efforts of a dedicated, client-centered and compassionate team who is committed to promoting a strong, healthy and equitable community"

Core Values

Client-Centred

We view clients as whole persons and value their voice, self-determination and participation in decisions affecting their wellbeing and quality of life.

- *We listen with purpose: to understand, respect and meet the client's needs and interests.*
- *We act with presence: our attention and efforts are in service of clients, their families and our diverse community.*

Respect

We treat each other and everyone around us including clients, their families, our volunteers, supporters and community partners with dignity and respect.

- *We meet people where they are, respecting their physical, emotional and spiritual needs and choices.*
- *We adhere to high standards of professionalism and uphold the privacy and confidentiality of clients, their families and staff.*

Compassion

We serve with our hearts.

- *We provide optimal service and treat clients and family members with great care, sensitivity and empathy.*
- *We provide an inclusive environment for people to feel safe to share their experiences, thoughts and hopes.*

Accountability

We take responsibility for our actions and words in open and transparent ways.

- *We understand our roles and responsibilities and our accountability to each other.*
- *We have an internal sense of responsibility towards the work that we do, the clients that we serve and the resources that have been entrusted in us.*

Collaboration

We value the contributions of all, blending and optimizing the skills and interests of staff, volunteers and community partners in unsurpassed collaboration.

- *We recognize that for new collaborative service delivery alternatives to emerge, requires that we optimize teamwork and move beyond the walls our internal operations.*

- *We believe that the best results are obtained through the implementation of shared goals and the application of a collective approach to service delivery.*

Integrity

We are dedicated to fulfilling our Mission and committed to upholding our Values in all that we do.

- *We offer the very best of ourselves and are worthy of the trust our clients place in us.*
- *We recognize that actions speak louder than words. We need to walk the talk.*

Strategic Directions and Priority Goals

OUR CLIENT

- **Priority Goal 1:** *To develop and implement creative programs and services that meet the evolving needs of our clients and the communities we serve.*
- **Priority Goal 2:** *To deliver client-centered health and social services to those in need.*
- **Priority Goal 3:** *To ensure evaluation processes allow us to continually improve the relevance and quality of our programs and services.*
- **Priority Goal 4:** *to ensure an active offer of French language services.*

OUR TEAM

- **Priority Goal 5:** *To support all levels of the organization in their efforts to make the strategic plan come to life and to uphold the EORC as a strategically driven organization.*
- **Priority Goal 6:** *To provide board members, volunteers and staff with opportunities that enhance their development and capacity to fulfill their respective roles.*
- **Priority Goal 7:** *To recruit and retain exceptional staff, volunteers, board members by being an employer of choice.*

OUR LEADERSHIP

- **Priority Goal 8:** *To undertake activities that bring public awareness to the social, economic and health issues faced every day by people living in our communities.*
- **Priority Goal 9:** *To engage our clients and system partners in meaningful dialogue to explore creative and impactful ways to optimize the accessibility, efficiency and pertinence of our programs and services.*
- **Priority Goal 10:** *To optimize our visibility, community profile and role by initiating, leading or participating in collaborative projects which are far reaching and deemed to have the greatest positive impact within our expanding catchment area and beyond the social services sector.*