

Village Community Services Strategic Plan 2011-2014

Outcome: Reinforce a positive agency culture

Objective: Ensure communication between staff and executive team

Tactic 1: Provide quarterly report on agency financial results to staff

Tactic 2: Communicate changes in government policy and impact on agency as needed

Tactic 3: Distribute notice of educational opportunities to staff

Who: E-team

Objective: Utilize all-staff meetings to reinforce a positive agency culture

Tactic 1: Utilize all staff meetings to communicate changes to agency benefits and policies

Tactic 2: Utilize all staff meetings to address global changes in participant needs

Tactic 3: Reinforce agency mission at all-staff meetings

Who: E-team

Objective: Utilize free training provided by:

1. Unity Group – HR related trainings
2. ICM – safety trainings
3. Philadelphia Loss Control – risk management training

Who: E-team

Six Month Review:

Twelve Months:

Eighteen Months:

Twenty Four Months:

Outcome: Recruit and retain a high quality of staff

Objective: Communicate value of benefits offered to staff

Who: E-team

Objective: Offer voluntary insurance plans

Who: E-team

Objective: Provide consistent professional development/training opportunities for staff

Tactic 1: Online training opportunities

Tactic 2: Video library

Who: E-team

Objective: Ensure creative and valued communication among staff, management, and executive team

Tactic 1: Create and implement an online suggestion box

Who: E-team

Objective: Increase distribution of job postings and use of online recruitment tools

Tactic 1: Create and utilize list of job posting sites

Who: E-team

Six Month Review:

Twelve Months:

Eighteen Months:

Twenty Four Months:

Outcome: Increase community awareness of Village Community Services and the people VCS serves

Objective: Utilize Voices of the Village to promote Village Community Services

Tactic 1: Display VCS logo and public relations materials at all VOV gigs

Who: Vicki Adams and Margaret McClure

Tactic 2: Highlight VCS and its mission statement from stage at all VOV gigs

Who: Jon Dalgarn, Vicki Adams, and Margaret McClure

Tactic 3: Include VCS logo and mission statement or tagline (when possible) on all VOV promotions

Who: Resource Development Manager

Tactic 4: Fund more gigs for Voices of the Village through donations and grants

Who: Resource Development Manager

Tactic 5: Hold a disability awareness event at BPAC featuring Voices of the Village and others who have disabilities

Who: BPAC Committee: Frank Barden, Arlington DECCA, Vicki, Margaret, Resource Development Manager

Tactic 6: Collect interested audience member contact information at VOV gigs

Who: Resource Development Manager, Vicki and Margaret

Tactic 7: Explore having a Voices of the Village float in a local parade

Who: Kelly Kiesz, Margaret and Vicki

Tactic 8: Show VCS video or PowerPoint at selected VOV gigs

Who: Resource Development Manager, Margaret, Vicki

Objective: Recruit video production student or students to produce video on VCS

Tactic 1: Ask board members and volunteers connected to school system to ask

Who: Resource Development Manager

Tactic 2: Post as senior project/service learning opportunity at high school and college level video production programs

Who: Resource Development Manager

Objective: Distribute VCS video(s)

Tactic 1: Once created, send video link to VCS e-mail lists. Ask recipients to forward to their friends, family, and colleagues

Who: Resource Development Manager, Administrative Staff

Tactic 2: Periodically post video link to Facebook page. Ask FB friends to share

Who: Resource Development Manager

Tactic 3: Send video to public access channels

Who: Resource Development Manager

Tactic 4: Show video at service clubs, chamber of commerce meetings, etc.

Who: Resource Development Manager

Objective: Present to School Clubs, Churches, Service Clubs, Chambers, Associations, etc

Tactic 1: Ask board members, parents, and volunteers to set up presentations

Who: Resource Development Manager

Tactic 2: Make list of groups to present to and contact

Who: Resource Development Manager

Tactic 3: Bring participants to presentations when feasible

Who: Resource Development Manager

Tactic 4: Sign up for raffle sponsor or display at Chamber meetings

Who: Resource Development Manager

Objective: Explore tools for staff and volunteers to help increase community awareness

Tactic 1: Provide training to staff on key messages

Who: E-team and Resource Development Manager

Tactic 2: Explore costs, benefits, pros and cons of a VCS t-shirt or name badge for staff

Who: E-team

Tactic 3: Explore mission cards for direct service staff, board, and key volunteers

Who: E-team and Resource Development Manager

Objective: Recruit the support of high profile organizations and volunteers

Tactic 1: Explore sports teams for cross promotions and volunteer groups at events

Who: Resource Development Manager, Board

Tactic 2: Present to Rotary, Lions, Kiwanis and other service clubs

Who: Resource Development Manager, Board

Tactic 3: Join EDASC and explore joining the new economic development consortia serving Snohomish County
Who: Resource Development Manager, Vocational Services Executive

Six Month Review:

Twelve Months:

Eighteen Months:

Twenty Four Months:

Outcome: Expand legislative and community awareness of the needs and abilities of participants.

Objective: Publicize participant engagement in community service and include in networking or awareness events

Tactic 1: Facilitate opportunities for VCS participants to give back to community

Who: Program Executives and Site Managers

Tactic 2: Inform Resource Development Manager so community service participation can be publicized through news releases, website, newsletter, and other media outlets

Who: Program Executives, Site Managers, Resource Development Manager

Tactic 3: Explore booking Voices of the Village to play at Olympia Capitol during legislative session

Who: Vicki Adams

Objective: Explore and facilitate opportunities for VCS participants to display and sell their music, artwork and products

Who: Program Executives

Six Month Review:

Twelve Months:

Eighteen Months:

Twenty Four Months:

Outcome: Assure the long-term viability of Manufacturing Support Services shop

Objective 1: Develop, test, and market product line

Who: MSS Task Force

Objective 2: Secure new contracts for Manufacturing Support Services Shop

Who: MSS Task Force, Vocational Executive, MSS Lead

Objective 3: Continue to re-vision future of workshop to reflect needs of target population

Board and MSS Task Force

Six Month Review:

Twelve Months:

Eighteen Months:

Twenty Four Months:

Outcome: Increase and retain job placements for participants with disabilities

Objective: In a tight job market, provide more opportunities for hands on training, work experience, and certification in skills

Tactic 1: Cultivate more creative work experiences where participants can gain experience and transferable skills

Tactic 2: Explore a skills assessment and training program that utilizes existing community resources first

Tactic 3: Create opportunities for artisans and entrepreneurs to display and sell their products

Tactic 4: Explore providing certifiable training that participants can list on resume'

Tactic 5: Refer participants to certification opportunities such as first aid/cpr, STAR, etc.

Who: Vocational Executive, Career Planning and Placement Services Staff

Objective: Create brochures and website content targeted to employers from varying fields

Who: Vocational services executive

Objective: Explore software to increase capacity of webpage to display user friendly information

Who: Finance and Administration Executive, Administrative Assistant

Objective: Secure funding to provide additional direct service hours for under-funded participants

Tactic 1: Continue to apply for grants to provide direct service hours to participants

Who: Resource Development Manager

Objective: Increase staff coordination and improve capacity and flexibility to serve participants

Tactic 1: Explore ways to facilitate active job search at level needed for individual success

Tactic 2: Designate staff to complete daily search of job listings and distribute top prospects to vocational consultants

Tactic 3: Decrease cancellations through confirmation calls, etc.

Tactic 4: Develop strategy for coordinating contact with employers

Who: Vocational services executive and Career Planning and Placement Services Staff

Objective: Increase placement opportunities for community protection participants

Tactic 1: Cultivate cluster job placements where several participants can be supervised by one staff member

Who: Vocational Executive and Career Planning and Placement Services Staff

Objective: Explore advocacy for improved transportation for participants who live out of range of the transportation system

Who: Vocational Executive and Career Planning and Placement Services Staff

Six Month Review:

Twelve Months:

Eighteen Months:

Twenty Four Months:

Outcome: Strategically adjust service delivery to meet the changing needs of people who have disabilities and their families

Objective: Explore funding and service models for target populations that are currently underserved including:

1. Adults formerly in institutions (if the institutions close)
2. Aging adults who have developmental disabilities
3. Veterans with significant disabilities
4. Young adults with disabilities who are transitioning from school to underemployment
5. People who have autism

Who: E-team and Resource Development Manager

Objective: Explore starting a skilled nursing and rehab facility for developmentally disabled adults

Tactic 1: Explore long term funding sources including DSHS, HUD, CDBG, Senior Services, etc.

Who: Resource Development Manager and residential services executive

Tactic 2: Explore start up funding from private and government grants

Who: Resource Development Manager

Tactic 3: Explore licensing and program models

Who: residential services executive

Tactic 4: Explore purchasing and rehabbing an existing government facility

Who: Residential Services Executive and Resource Development Manager

Objective: Explore demand, funding, and models for respite programs. Explore both creating an internal program and external respite programs that may serve as a resource for our participants.

Who: Resource Development Manager and E-team