



Strategic Plan Overview

Alignment of our Operational Priorities and
Measures
April 30, 2023



VAS & ASSOCIATES

360°kids Strategic Framework (2023-26)

Every kid has a safe home

VISION

To prevent homelessness by helping youth at risk or in crisis transition to a state of safety and stability.

MISSION

Deliver more services upstream, that are responsive to youth and family needs and are equity-informed.

Grow and sustain our team to ensure responsive service delivery that is equity informed.

Strengthen our community connections through broader outreach, partnerships and communication initiatives that demonstrate the impact of our work.

GOALS
[1-3 years]

To ensure our planning and service delivery are aligned with and adapt to needs of youth and families.

To develop skills and capacity to effectively respond to youth needs.

To foster a culture that promotes wellness, inclusion and compassion.

To enhance our efforts to remain accountable, effective and sustainable as an organization.

OBJECTIVES

Youth and families feel services are responsive and meet their individual needs.

Staff have skills to effectively support youth.

A stable staff team that provides continuity, care and compassion.

Increased awareness of our impactful contribution to youth and our social impact as an organization.

Strong and engaged corporate partnerships and volunteer base.

OUTCOMES



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GOALS
[1-3 years]

Strategic Hiring (Equity Lead, Youth Engagement, Volunteer Coordinator)

Provide equity-based training for all staff

Process to identify stakeholder issues and priorities

Satisfaction Survey and Follow-up plan and mechanisms in place

Review Compensation and Recognition/Rewards Program

Governance and Management Stakeholder Relations / Marketing Plan

Development and monitoring of plan to address identified program gaps

Develop a staff mentorship program

Program scorecard to enable report writing

Define Prevention Plan and Measures

Job rotation and shadowing for relief staff

Increase public and media relations through thought leadership on trends and issues identified

Develop Youth Engagement Strategy

Identify Train the Trainer Leads

Targeted partnership development strategy in support of identified needs

Develop targeted equity aligned programs

Create program opportunities for volunteers

Community survey to support identification of and referral to resources

PROPOSED
WORKSTREAMS
/ ACTIVITIES



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GOALS
[1-3 years]

- . 80% of youth and their families are satisfied with the services.
- . 9 programs/Initiatives that are targeted to Black, 2SLGBTQ+ and Indigenous youth.
- . 3 programs/initiatives that are targeted to support families.
- . 50% of identified program gaps are filled.
- . Completed assessment of our programs to identify any prevention gaps.

- . 100% of staff are equity trained.
- . Increase the number of in-house trainers by 6.
- . 25% of all staff are cross-trained in at least 1 program.
- . Reduce turnover to industry standard 15%.
- . Develop a staff mentorship program.
- . Increase Full-Time employees with tenure of 3- yrs or more by 10% year over year.
- . Key roles have a structured succession plan in place.
- . 4 Agency-wide diversity initiatives/spaces for diversity conversation.
- . Internal structured health and fitness program available to all staff.

- . Develop and/or strengthen 5 strategic partnerships.
- . Increase social media following by 15% annually. Increase subscribers by 15 % annually.
- . 2 earned media opportunities annually.
- . Host 5 events annually to promote the organization
- . Publish 1 trend report annually.
- . 4 position statements annually.
- . 30 Corporate Volunteer opportunities. 50% increase of Community Volunteers

OUTPUTS/
Measures
Proposed

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