

COMMUNITY COUNSELLING CENTRE OF NIPISSING STRATEGIC MAP FOR 2009-2012

MISSION STATEMENT: Supporting and empowering people in Nipissing and area to recognize and embrace their full potential

OUR VALUES

INCLUSIVENESS

We believe that individuals should be supported in reaching their own unique potential. This requires a fundamental acceptance of the uniqueness of others. As a result, we define family as inclusive of gay marriage or other family group arrangements.

COMMUNITY INTEGRATION

We believe that by supporting and empowering individuals and by working collaboratively with our neighboring agencies, we are building a healthier community.

EQUITY

We believe that all individuals should be treated with respect and dignity.

SELF DETERMINATION

We believe that people have the right to choose what is best for themselves

OUR GUIDING PRINCIPLES

- We foster a harm reduction approach in our service delivery;
- We have a feminist perspective in our service delivery;

BOARD ESTABLISHED ENDS

- Integration of Services within the Broader Service System
- Reach More People and Expand our Influence through Alternate Modes of Service Delivery
- Creating Greater Awareness of our Services
- Innovation Based on Emerging Trends

OUR AREAS OF FOCUS 2009-12

AT THE CLIENT LEVEL

CCC is developing innovative service delivery models to meet client needs despite fixed costs

CCC has effective public advertising strategies to make clients aware of our services

CCC is working effectively with our service partners to maximize client access to services

CCC is seeking input from clients to understand emerging needs

Performance Indicators :

- # of staff providing services off site
- # of website hits, # of clients from advertising sources
- Sold out fundraising/awareness initiative
- # of formal collaborations, # of cross referrals to/from other agencies
- # of focus groups
- Change process based on client feedback

AT THE EMPLOYEE LEVEL

The Community Counselling Centre of Nipissing provides a work environment characterized by:

Effective Communication
Initiative is rewarded
Supportive
Where employees grow personally and professionally

Performance Indicators:

- decreased # of grievances, most complaints are successfully resolved
- Performance appraisals document measurable progress in developing employees
- Annual staff survey will show a significant % of satisfied employees
- Increased # and quality of professional development opportunities
- Increased # of team-building opportunities
- Employee awareness of the board's role

AT THE ORGANIZATIONAL LEVEL

CCC is pursuing integration activities that build value through back office efficiency

CCC is developing a presence on the Web that enhances our services

CCC is drawing from Board and community expertise to stay abreast of emerging needs

CCC is seeking expansion opportunities

CCC is developing strategies to improve how services are delivered

Performance Indicators :

- Formal partnerships are developed
- Web site is up to date and oriented to communicating with all stakeholders
- One new emerging trend is developed from concept to proposal stage
- # of proposals for new funding
- Funding and EAP contracts remain stable
- CCC Representation on # of community committees

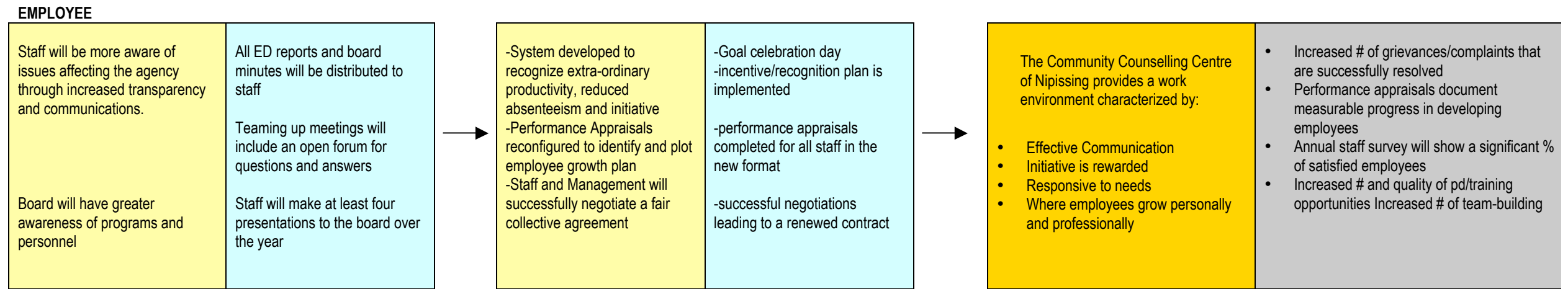
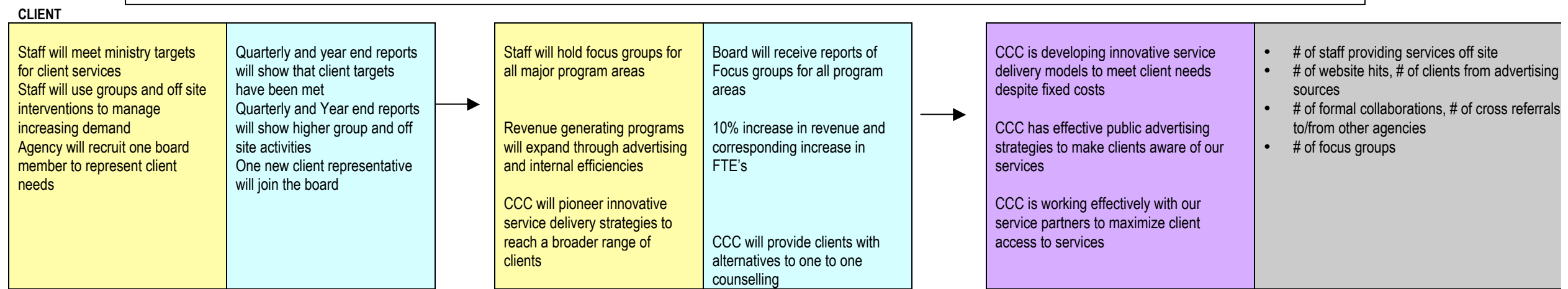
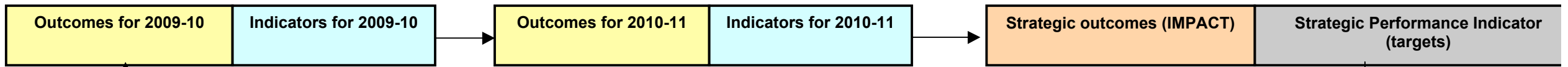
AT THE FUNDER LEVEL

CCC is providing increasing value to the service system by increasing integration
CCC pioneers innovation by increasing value from fixed funding dollars
CCC creates value by recognizing the significant contributions of our funders in our marketing and public awareness campaigns
CCC works collaboratively with our funders to develop new programs.

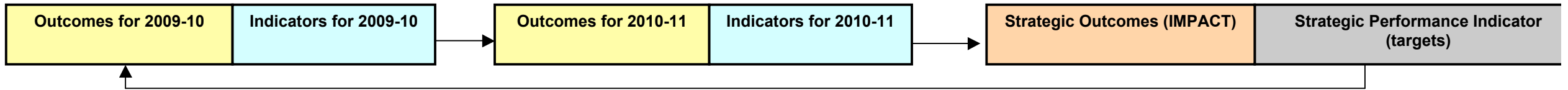
Performance Indicators :

- We will seek a formal integration strategy with one of our system partners with the support of a major funder
- CCC will add funder name to promotional material
- CCC's risk assessment (MCSS) will move from moderate to low risk)
- CCC will develop one new program

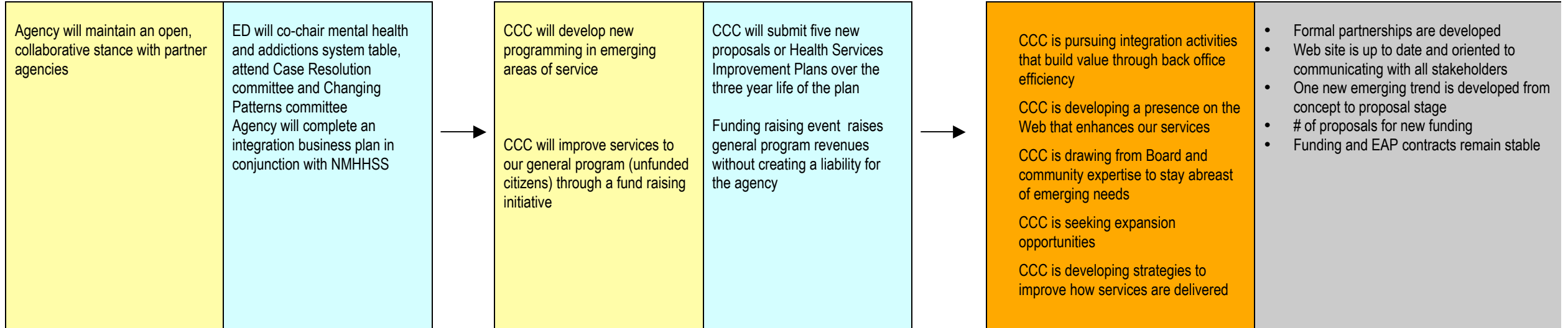
COMMUNITY COUNSELLING CENTRE OF NIPISSING STRATEGIC MAP – 2009-2012



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ORGANIZATION



FUNDER

