

## Skylark Strategic Priorities 2016 – 2018

### **STRATEGIC PRIORITY 1: REPUTATION: Telling our story so others understand our expertise and impact**

#### **Strategic 5 Year Outcome:**

- ✓ Key audiences within and beyond the sectors we work in understand our story and the value we deliver
- ✓ Every staff member and volunteer can clearly articulate our core focus and what differentiates our services

### **STRATEGIC PRIORITY 2: RESOURCES: Maintaining and growing sustainable resources to strengthen our capacity**

#### **Strategic 5 Year Outcome:**

- ✓ We have sufficient funds to deliver quality programs and services
- ✓ We have diversified our revenue sources from fee-for-services, social enterprises and grants from a variety of ministries
- ✓ We have increased the amount of funds raised from our community

### **STRATEGIC PRIORITY 3: PEOPLE: Investing in and engaging staff and volunteers to foster a healthy workplace and organizational excellence**

#### **Strategic 5 Year Outcome:**

- ✓ Staff survey responses indicate high levels of staff morale and satisfaction
- ✓ Staff report they feel a sense of connectedness to the agency and other staff
- ✓ Skylark attracts and retains staff with required skills and qualifications

**STRATEGIC PRIORITY 4: COMPLEX AND INTENSIVE NEEDS: Expanding our capacity to better serve children and youth with complex and intensive needs**

**Strategic 5 Year Outcome:**

- ✓ Our services are targeted to children and youth with complex and intensive needs
- ✓ Our children's mental health services are based on evidence-informed practices (e.g. DBT, CPS)
- ✓ Our developmental services and access mechanisms are informed by practice-based evidence

**STRATEGIC PRIORITY 5: SYSTEMS: Support children, youth and families to access the services they need**

**Strategic 5 Year Outcome:**

- ✓ We are invited to provide the access system for community-based complex intensive services in children's mental health and developmental services sectors
- ✓ Our access systems are well-used and capture quality relevant data that facilitates systemic analysis and informs ours and others' service provision
- ✓ Data is used by the CMH lead agency and Skylark to monitor and inform systems change
- ✓ Increase in positive feedback from clients/families with respect to their ability to access services