



McMan

SOUTH REGION **2013 - 2018 Strategic** **Priorities and Commitments**

1. POSITION MCMAN AS AN AGENCY OF CHOICE

- For funders to deliver services that help end social issues
- For skilled and dedicated professionals to be part of our staff team
- For clients who experience an improvement in their lives from their participation with McMan
- For donors to give their charitable dollars

2. ENSURE EXCELLENCE IN SERVICE DELIVERY AND BUSINESS PRACTICES

- Through ongoing self-evaluations
- Through external reviews and surveys (client, staff, stakeholder)
- Through research and adherence to evidence-based leading practices

3. PROMOTE MCMAN'S PROFILE BOTH INTERNALLY AND EXTERNALLY

INTERNALLY: improving communication across the agency; educating staff of all McMan programs; increasing staff involvement in new staff orientation

EXTERNALLY: increasing awareness of all McMan programs and services to the broader community (agencies, government business, volunteers); incorporating multiple media strategies, including social media and technology

4. CAPITALIZE ON OPPORTUNITIES TO GENERATE REVENUE

- Expand existing programs to create additional fee for service revenue
- Improve operation and increase profits of existing social enterprises
- Identify and develop additional opportunities that provide supported employment
- Accumulate three months of total operating costs in our unrestricted surplus fund

WE ARE COMMITTED TO:

- Incorporating technology and social media
- Promoting the FISH philosophies
(Choose Your Attitude; Be There; Have Fun; Make Their Day)
- Leveraging strategic partnerships in our community
- Implementing ongoing quality improvement across all programs and departments