



CEIP Strategic Direction 2014 – 2016

SERVE MORE CHILDREN

KEY MEASURE:

- Increase number of children served by 10%
- Reduce wait time by 2 months

TACTICS:

- Mail out contact letter, program information and Participant Agreement form at time of referral
- Offer additional CEIP programs to families while they wait for core services
- Complete initial visit within 2 months of referral to provide support and refer on for additional services if needed
- Offer resource library to any families waiting
- Host workshop if a common interest/need is identified by staff or parents
- Work in partnership with community/professional/groups to lobby government to increase funding for core staff to address wait list
- Work with EINS to ask government to increase funding for EIP's to address wait list

ENHANCE COMMUNITY PARTERSHIPS

KEY MEASURE:

- Increase community partnerships to support growing need of our community and program

TACTICS:

- Work with Early Intervention NS and Early Childhood Interventionist Association of NS
- Attend community fairs/events
- Community presentation
- Presentations about programs to new groups/businesses
- Community education
- Newspaper
- Committees/staff participate in various committees that share the vision of supporting families in need
- Community collaboration - support community efforts that serve the same population we serve

RAISE ADDITIONAL FUNDS

KEY MEASURE:

- Secure \$60,000/yr. to operate additional and current program/services
- Increase funding by 5% to cover increasing expenses
- Build lasting relationships with funders
- Contact stakeholders annually
- Fully funded by Province of NS for core EI/PJ programs

TACTICS:

- Timely, professional, personal follow-up with all of our funders/donors
- Presentation to possible funders
- Community awareness of our programs charity status via newspaper
- Apply for grants
- Annual walk/run, look at other fundraising ideas
- Create donor database
- Meet with new MLA to share our challenges/needs, ask for his support to bring our needs to the province
- Work with EINS to educate province of NS for increase in funding to our growing need and expense of operating EI programs
- Update corporate sponsorship package for annual fundraisers

OPTIMIZE HUMAN RESOURCES

KEY MEASURE:

- Retain qualified, experienced staff
- Attract additional board members

TACTICS:

- Provide additional professional development opportunities for staff, volunteers
- Complete staff performance reviews annually
- Formalize ways to recognize staff/volunteer for hard work/dedication to program
- Regular staff case review, peer support
- Have CEIP staff member sit on ECIANS board to help support the ECI profession by lobbying for the province to increase funding for wages and for training opportunities
- Annual volunteer drive and Christmas time/AGM in our CEIP newsletters, SMILE newsletter, family discharge letter

Approved by the Board of Directors
February 2014