

# Accessible Learning Accessible Life

2017-2022  
Strategic Plan





# Our Mission

Empowering individuals to live with  
a sense of freedom and confidence  
through accessible transportation and  
learning opportunities

## Our Strategic Priorities

Community Engagement

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Program Excellence

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Organizational Sustainability

## Our Values

Collaboration | Integrity | Empowerment

Community | Inclusiveness





**Accessible Learning, Accessible Life** is a five year strategy that will strengthen the impact of the East Hants Community Learning Association (EHCLA) and the East Hants Community Rider (EHCR).

EHCLA believes in a stronger, more connected community. Through individualized programming we are opening the doors to education and transportation, and helping to create a more prosperous and proud community.

With a hands-on learning approach, and the availability of transportation, we are empowering individuals to live with a sense of freedom and confidence. We believe that everyone has the right to actively participate in their own lives.

With strong leadership, community connectivity and continued passion, EHCLA will be guided by three strategic priorities:

1. Community Engagement
2. Program Excellence
3. Organizational Sustainability

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***The opportunity is there.  
Let's go for it.***

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Strong organizations are built and sustained by recognizing the inherent strengths in the organization, while appreciating the challenges that exist in and around them. East Hants Community Learning Association aims to recognize both and has built a long term, sustainable plan with the agility to adapt to changing forces

## **Strengths**

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Our greatest strength is our people. We have an exceptionally dedicated staff; a committed Board of Directors; a supportive community and enthusiastic learners. As an organization, we are adaptable, creative, innovative, inclusive and continue to respond to the needs of our community. Our diverse and flexible programming, fleet of vehicles, local impact and community partnerships are core strengths that continually give us a sense of pride.

## **Opportunities**

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Now is an exciting time for EHCLA. We have the opportunity to develop new partnerships, engage corporate and local sponsors, diversify programs and funding opportunities, increase client reach, expand the EHCR, explore online outreach, and enhance our marketing efforts.

## **Challenges**

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We remain reliant on government funding in a time of constantly increasing need. Sustainable, long-term funding is an ongoing challenge. The need for our services is growing. With limited human capital and financial resources, EHCLA faces challenges with diversifying funding, increasing awareness, marketing services and affording the continuing rise of operational costs, while ensuring a positive impact on the community.

## **Threats**

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Loss of funding remains our core threat and with increasing operational costs and a growing fleet, EHCLA must remain lean. Individualized privatized services remain threats however our services are unique and most importantly, accessible to all.





# Community Engagement

***Develop and enhance sustainable  
and strong partnerships***

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***Expand and invest in marketing and  
awareness initiatives***

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***Increase involvement in local and  
public sector policy discussions***

EHCLA empowers our community to live with freedom and confidence. We will increase access to transportation and learning opportunities by establishing a stronger presence within our community. We will listen with open minds, speak loud enough to be heard and embrace the needs of our community.



*Improve the quality and diversity of  
programs delivered*

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*Develop and implement a needs  
assessment in East Hants to identify  
areas of growth and opportunity*

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*Embrace opportunities and look to  
expand EHCLA*

The traditional needs identified within our community remain a focus. With the advancement of technology and demographic changes, it is more important than ever to remain dynamic and to deliver diverse, inclusive and quality programs. This is our chance to advance our mission and showcase the talent and opportunity East Hants has to offer.



**Program  
Excellence**





***Increase diversity in funding and  
achieve financial stability***

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***Review, redevelop and  
reinvigorate internal policies and  
procedures***

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***Strengthen the Board of Directors***

As our community grows, we will continue to grow with it. EHCLA will strengthen our positioning within the community and will be recognized as a leader that is strategically aligned to support local and provincial goals. We are fine tuning our organization and embracing change.

**Organizational  
Sustainability**



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