

East Hants Community Rider

Making life accessible



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

Program Excellence

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

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

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

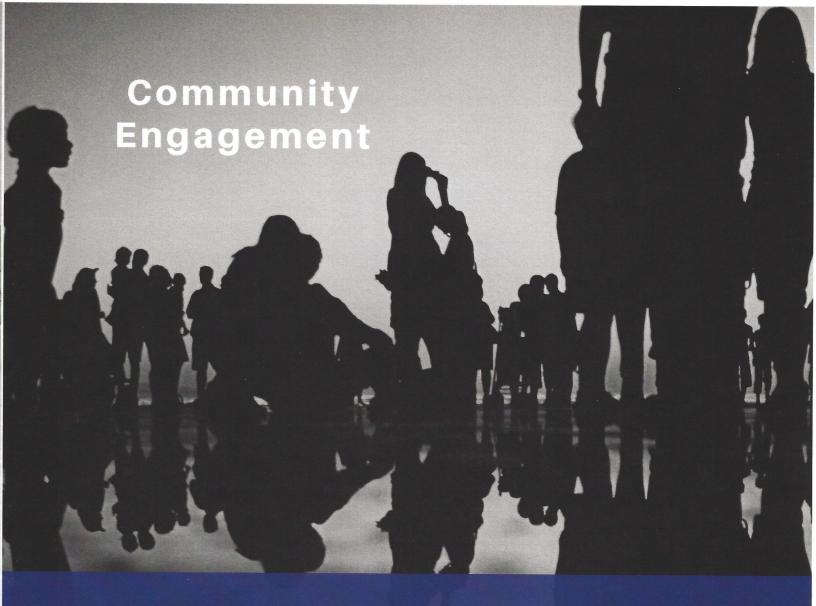
Now is an exciting time for EHCLA. We have the opportunity to develop new partnerships, engage corporate and local sponsors, diversify programs and funding opportunities, increase client reach, expand the EHCR, explore online outreach, and enhance our marketing efforts.

Challenges

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

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.



Develop and enhance sustainable and strong partnerships

Expand and invest in marketing and awareness initiatives

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.

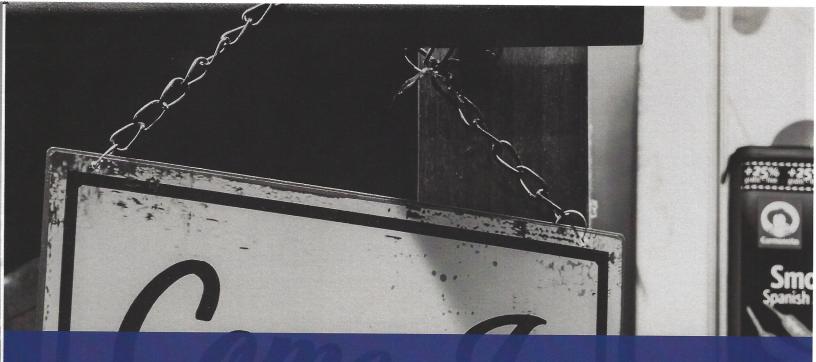
Improve the quality and diversity of programs delivered

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

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.





Increase diversity in funding and achieve financial stability

Review, redevelop and reinvigorate internal policies and procedures

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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