

East Hants

# COMMUNITY LEARNING ASSOCIATION



Making Learning Accessible

## 2023 - 2028 STRATEGIC PLAN



**Access to...**  
**Learning**  
**Food**  
**Life**





## **Introduction to our Organization**

The East Hants Community Learning Association (EHCLA) plays a vital role within our community. This five-year strategic plan will guide us as we continue to deliver high-quality programs and services, driven by the community, for the community.

Through hands-on learning, accessible, affordable transportation and support with food security, we address the core needs of our people, thanks to the talent and dedication of our team, volunteers, and partners.

Access to learning, life and food are non-negotiable. Everyone needs access to the necessities and EHCLA serves as a connection point to make those necessities achievable for all. With strong leadership, community connectivity and a passion for helping others, EHCLA is strategically positioned as a hub of learning and support for anyone in East Hants.



## **Our Mission**

*Empowering individuals to live with a sense of freedom and confidence through accessible learning opportunities, transportation and food security.*

## **Our Vision**

*The community of East Hants is supported to learn, grow and thrive.*

## **Strategic Priorities**

- Community Engagement & Collaboration
- Adaptive Approach to Program Excellence
  - Organizational Sustainability

## **Our Values**

Collaboration  
Community  
Connection  
Inclusion  
Integrity





## An Analysis of Our Association

A key part of planning for the future is taking stock of our current situation. EHCLA has many strengths and opportunities which will lead us toward success.

### Strengths

- Our people
- Our programs
- Our adaptability & ability to pivot
- Our community-driven approach
- Our passion
- Our accessibility

### Challenges

- Our outreach to the community
- Limited resources
- Increased demand
- Learner recruitment
- Access to professional development
- Increased costs & inflation

### Opportunities

- Increased awareness & promotion
- Population growth in our region
- Collaborative partners & programs
- New technology
- Increased diversity and inclusion
- Fleet growth, shift to green tech

### Threats

- Access to talent
- Competing organizations
- Generational shift
- Loss of funding and staff
- Aging infrastructure and assets

## Our Strategic Priorities

There are three overarching priorities within our plan for the next five years: **community engagement & collaboration**, an **adaptive approach to program excellence** and **organizational sustainability**.

These priorities promote **knowledge building** in the long term. Knowledge building is the theory that a community of learners work together to improve the learning environment through their contributions.

This mindset is essential to everything we do as a community-based learning organization, enabling us to meet the needs of our community and grow together with it.

### Community Engagement & Collaboration

With our rapidly changing world, we must be responsive to the needs of our community and be ready to work. Collaboration is a core value, and everything we do is based on bettering the lives of the people we support.

- Strengthen and grow partnerships and establish an annual engagement survey
- Host a minimum of two events annually as an opportunity for the community to connect, provide feedback and collaborate
- Maintain an active presence in the community through volunteer opportunities, board engagement and networking

## Adaptive Approach to Program Excellence

The global pandemic demonstrated the need to pivot and adapt. Armed with this knowledge, our programs and approach remain focused on being adaptable and inclusive to deliver excellence and achieve our mission.

- Establish a learner recruitment process and see a 20% enrollment increase
- Acknowledged as the go-to organization for community learning, seeing an annual increase of 10% in requests and referrals
- Deliver professional development opportunities to the team to increase awareness, knowledge and comfort around diversity, equity and inclusion

## Organizational Sustainability

Our programs, services and supports remain relevant to our community, are funded adequately and receive the resources required to attract and retain a talented and skilled workforce. Working collaboratively to benefit all, while sustaining EHCLA.

- Increased knowledge of what we do, how we do it and how we benefit the greater community, seeing an increase in corporate supporters
- Cross-training current employees to improve efficiency within the organization and ensure sustainability and collaboration
- Integrate new technology to increase efficiencies, implementing a dispatch software system to streamline and improve capacity