



WHEATLAND HOUSING MANAGEMENT BODY

Strategic Plan 2019 - 2022

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Wheatland Housing Management Body Strategic Plan 2019

This strategic plan acknowledges that our work as a housing provider goes beyond meeting the basic needs of our residents, but rather seeking innovative solutions to meet every changing needs of our residents to ensure quality homes are available to our communities throughout various stages of their housing needs.

“Welcome Home” speaks to how we can promote our services and accommodations to our communities to ensure we collaborate effectively with our stakeholders, governments and private sector to achieve our goals and objectives by operating efficiently to ensure our residents receive quality homes and thereby strengthening our community.

This plan describes where we want to be and the steps, we will take to get there. I encourage you to join us and share in our journey as we embark on our mission to honor the uniqueness of those we serve and make our communities a better place to live.

Wheatland Housing Management Body Board of Directors



Vision, Mission and Values

Vision

“Ensuring everyone has a place to call home”.

Mission

At Wheatland Housing Management Body, it is our goal to service community by honoring the uniqueness of everyone we serve.

“Welcome Home”

Our Values

INTEGRITY

We respect people as individuals and create environments where we honor compassion, fairness and equality to those we serve.

FISCAL REALITY

We are accountable to our stakeholders to provide quality of life for our residents while operating a sustainable organization.

COMMUNICATION

We recognize the importance of building strong partnerships with our stakeholders, residents and communities in which we serve and will strive to create awareness of our organization.

VALUING INCLUSION AND DIVERSITY

We understand the importance of valuing the diversity of our residents and will strive towards creating inclusive environments.

ACCOUNTABILITY

We are accountable to our stakeholders to perform and share the results of our work in an open and transparent manner.

Strategic Goals, Objectives and Strategies

We will focus our efforts on innovative ways to improve, renew and maintain our housing facilities. We will do this by establishing relationships through an increase in communication to develop solutions to meet the needs of our residents, explore capital investment options, by working effectively and efficiently to provide quality services. We aim to:

Goal 1: Strengthen Partnerships

Objective: Over the next 3 years we will focus our efforts on establishing strong, value aligned relationships through increased communication and engagement to develop solutions to meet the changing needs of new and future residents.

1. **Strategy:** Strengthen the partnership with Wheatland Hospice Society

Activities:

Work in collaboration with the Wheatland Hospice Society to assess potential shared facilities and to provide broader levels of service.

2. **Strategy:** Develop relationships with all levels of government

Activities:

Continuous engagement amongst the board of directors and shareholder communities and elected officials through presentations and consistent reporting.

3. **Strategy:** To have a better understanding of other service providers and their long and short-term

Activities:

Wheatland Regional Partnership to deliver an annual presentation on the organization's activities.

Work collaboratively and in partnership with the Alberta Public Health Unit to ensure access to information and services are well known.

Goal 2: Access to Quality Homes

Objective: Over the next 3 years, we will continue to explore expanded housing options to meet the changing needs of our residents and explore capital investments options.

1. **Strategy:** Seek expanded housing options for current and future residents.

Activities:

Utilizing strengthened partnerships to develop a seniors housing strategy to accommodate needs for new and existing residents.

2. **Strategy:** Explore capital infrastructure opportunities.

Tactics:

Explore opportunities and feasibility of new, repurposed or renovated infrastructure for the Wheatland Lodge.

Seek land swap opportunities with municipalities and developers.

Goal 3: Quality Services

Objective: Over the next three years, we will focus on providing the highest quality service possible for residents with the resources available. We will work efficiently and effectively by communicating and empowering our staff to deliver quality service to achieve our goals while seeking additional revenue generating opportunities.

1. Strategy: Provide Excellent Customer Service

Activities:

Staff reassessments to provide quality of life for staff while allowing the organization to be more effective and efficient.

Enhance and build staff skills and ensure they are equipped with the right tools and systems to perform their duties.

Ensure a safe environment for residents through regular monitoring by health professionals and providing access to education and awareness

2. Strategy: Explore opportunities to educate and create awareness on inclusiveness and diversity

Activities:

Provide access to training for staff to ensure all new and existing residents are welcome and respected.

Provide access to training and programs to ensure residents are welcomed and are welcoming of culturally diverse individuals.

3. Strategy: Ensure expenditures are appropriate to the services provided

Activities:

Independent auditor efficiency assessments (utilities, staff, operation expenditures)

4. Strategy: Investigate revenue producing opportunities

Activities:

Investigate the opportunity to acquire/apply for tender of the Bayshore Contract

Achieve accreditation for the body

Re-negotiate contracted daytime slack with Bayshore

Goal 4: Increase Communication and Awareness

Objectives: Over the next 3 years, we will tell our story on why we are essential to the community, who we provide services to and how we enrich our neighborhoods. We will demonstrate our value through our strengthened partnerships, various levels of government, our governing body and our community.

1. **Strategy:** Increase communication frequency to increase organization awareness

Activities:

Develop a marketing strategy

Utilize the website as a mainstream communication tool.

Explore opportunities for social media engagement.

2. **Strategy:** Increase communication by Management and Board of Directors

Activities:

Management to provide regular and consistent updates and reports to Board of Directors.

Board of Directors to provide regular and consistent updates to municipalities in which they serve.

Regular communication to new and existing stakeholders and partners.

Delivering on our Plan

Wheatland Housing Management Body's Board and executive leadership team will achieve our strategic objectives by:

- Regularly measure the effectiveness of strategies and initiatives to achieve the desired results.
- We will make informed decisions about when to revise existing strategies and initiatives to ensure continued progress toward our goals.
- Respond quickly and effectively to economic and legislative changes to ensure we stay on course to achieve or exceed our goals.
- Demonstrate and uphold the values of the organization and remain accountable for our actions.

We look forward to continued success and working with our staff, residents, communities in which serve, government, partners and stakeholders to achieve our goals.