

# Strategic Plan



2024-2026

## Mission

Building a resilient community by providing opportunities to strengthen the lives of individuals and families.

## Vision

We make a difference in the lives of residents by expanding services, networking with community partners, increasing awareness of our agency, passionately fighting to end poverty and instilling hope in our community by guiding them to self-sufficiency.

# AGENCY OBJECTIVES



**Develop a high performance culture focused on staff retention and development**

- Update our initial training plan for new employees.
- Look into feasibility of flexible schedules.
- Seek training opportunities to improve staff development.
- Document trainings and obtain feedback regarding effectiveness of training.
- Increase the cultural awareness and competency of staff.
- Provide opportunities for staff to attend state conferences.



**Greater focus on agency and program marketing**

- Participate in good morning Red Bluff in order to promote the agency.
- Engage board members to advocate on behalf of TCCAA.
- Engage the community through volunteer opportunities.
- Collaborate with the community through events by having a booth or being present.
- Re-engage our social media platforms in order to update the community on events, program updates and accomplishments.



**Create an improved service delivery and accessibility system**

- Explore methods to establish a more consistent intake linking service delivery system for quick referrals to clients.
- Complete a yearly customer satisfaction survey on services and programs provided.
- Develop and release an agency Annual Report.
- Install a document holder in Corning office to hold information on resources, services and applications.