



# Strategic Areas of Focus 2018-2020

Strategic Areas of Focus 2018-2020	Goals	Strategic Actions
<b>Investment in People</b>	The team at FSWE will work with people to achieve the best possible outcome for their lives and we will ask people if we are helping them the way they wish to be assisted.	FSWE will conduct client satisfaction surveys.
	The team at FSWE will keep working to ensure we are ready to support the diverse community of Essex County so that every person who requires our assistance feels comfortable receiving our services.	The staff of FSWE will develop its ability to respond to and support all individuals and families throughout Essex County.
<b>Investment in our Community</b>	FSWE is recognized as a leader in the delivery of high quality clinical programs and services.	FSWE will actively participate in community initiatives that are clinical in nature.
	FSWE will embrace opportunities for meaningful collaboration that employ a collective impact model.	FSWE will participate in work that results in positive change on social issues and problems that are identified in the community.
	FSWE promotes its programs and services in order that people can easily become aware of our services.	FSWE will focus on promoting its work and the impact of its programs.
<b>Investment in the Agency</b>	The team at FSWE feel valued and recognize the important role they play in helping people to achieve their goals.	The agency will evaluate its staff salary and benefits to ensure it is offering competitive remuneration
	FSWE will demonstrate its commitment to excellence by measuring the outcomes of its programs and ensuring that our staff achieve the best outcomes by working with people who request our support.	The agency will produce an annual Performance Report and use the information from the report to make recommendations for program development.
	FSWE will develop its social enterprise model of revenue generation to diversify its income and to increase financial stability of the organization.	FSWE will continue to pursue fee for service work and become less reliant on government revenue for the counselling program.