UCP of Greater Cleveland's Strategic Planning

Goal I: Increase philanthropic revenue

1. Develop and initiate a donor recognition and stewardship program.

2. Engage Board of Directors in all levels of fundraising.

3. Develop and implement a major gifts & planned giving program

UCP of Greater Cleveland's Strategic Planning (cont.)

Goal II: Heighten stature as premier service provider and thought leader

1. Develop a brand identity for each department.
2. Develop and implement a three-year marketing plan.

UCP of Greater Cleveland's Strategic Planning (cont.)

Goal III: Become premier provider of Children's Services in Northeast Ohio

1. Identify and define our expertise—what makes LeafBridge unique.

2. Leverage relationships shared with all levels of the organization for client outreach, marketing and philanthropy.

3. Create and implement a 3-5 year business plan for growth and sustainability of LeafBridge programs.

UCP of Greater Cleveland's Strategic Planning (cont.)

Goal IV: Become the premier provider of community integration & employment services in Northeast Ohio

1. Adapt OakLeaf programming to meet regulatory mandates and changes in funding.
2. Prepare for shift of clients out of CCBDD direct services.
3. Leverage relationships shared with all levels of the organization for client outreach, marketing and philanthropy.
4. Create and implement a 3-5 year business plan for growth and sustainability of OakLeaf and OakLeaf Partners programs.

UCP of Greater Cleveland's Strategic Planning (cont.)

Goal IV: Become the premier provider of community integration & employment services in Northeast Ohio

1. Adapt OakLeaf programming to meet regulatory mandates and changes in funding.
2. Prepare for shift of clients out of CCBDD direct services.
3. Leverage relationships shared with all levels of the organization for client outreach, marketing and philanthropy.
4. Create and implement a 3-5 year business plan for growth and sustainability of OakLeaf and OakLeaf Partners programs.

UCP of Greater Cleveland's Strategic Planning (cont.)

Goal V: Maximize service and revenue benefits of assistive technology expertise

1. Clearly define agency's menu of assistive technology services.

2. Expand our level and scope of assistive technology services.

3. Meet unknown community needs of assistive technology services.

UCP of Greater Cleveland's Strategic Planning (cont.)

Goal VI: Engage and retain exceptional employees and become the employer of choice

1. Attract and retain high quality staff.
2. More fully engage staff all levels through exchange of input/results.
3. Set a deliberate course for an improved organizational culture.