



UCP of Greater Cleveland Strategic Plan

Working together with employees, individuals served and many stakeholders from the community, UCP of Greater Cleveland's Board of Directors and Agency leadership developed a strategic plan in 2018. This plan takes into account the environment, needs of individuals with disabilities and financial considerations to guide the work of the Agency. It is a part of everything the Agency does and strategies and tactics are reviewed and updated on an on-going basis. The strategic plan acts as a guide and input from the community is always welcome.

GOAL 1 - ENSURE REVENUE MODEL SUSTAINS QUALITY AND SUPPORTS MISSION

- Explore collaborations and expansion
- Strengthen fundraising impact
- Balance revenue model

GOAL 2 - PROVIDE AND CONTINUOUSLY IMPROVE HIGH QUALITY, RELEVANT SERVICES FOR PEOPLE WITH DISABILITIES

- Maintain high-quality services in a rapidly changing environment
- Explore and analyze alternative services

GOAL 3 - ATTRACT AND RETAIN HIGH QUALITY TALENT

- Source experienced/qualified people
- Ensure staff onboarding and retention
- Build/maintain highly engaged, skilled and diverse Board of Directors

GOAL 4 – STRENGTHEN BRANDS TO ATTRACT CLIENTS AND FUNDING AND TO BUILD AWARENESS

- Position UCP as a preferred provider
- Increase visibility of brands

LeafBridge: A Center of Excellence for Children

OakLeaf: A Center of Excellence for Adults

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