



# columbia ABILITY ALLIANCE 3YR Strategic Plan - 2024-2027

## FINANCIAL VITALITY

CAA's ability to achieve our mission and vision comes through strong financial performance from revenue growth.

### 2024/2025

Create Go-To Market Framework for future business & services.

Explore synergistic business opportunities.

Strengthen and improve financial and budgetary management practices and performance.

### 2025 - 2027

Implement entrepreneurial framework.

Streamline financial platforms.

Expand employment services funding opportunities.

Explore creation of an endowment.

## MISSION SERVICES

Financial performance comes from delivering a strong value proposition to those we serve.

### 2024/2025

Explore service offerings for youth.

Enhance client experience.

Strengthen community connections to grow the number of clients served.

### 2025 - 2027

Create volunteer program.

Develop Empowerment Place plan.

Expand Employment Services for job placement opportunities.

Streamline client service path.

## VISIBILITY & COMMUNITY ENGAGEMENT

Clients & Stakeholders derive value from awareness of CAA's Mission Services, outcomes & connectivity to our innovative agency.

### 2024/2025

Build brand recognition of CAA.

Launch community engagement plan.

Launch donor cultivation strategy.

### 2025 - 2027

Develop Board Member community presentation opportunities.

Expand partnerships with external organizations.

Increase brand awareness through cross promotion.

Increase reporting to all stakeholders.

## OPERATIONS & EFFICIENCIES

Success in visibility and community engagement is based on managing internal process excellence and organizational effectiveness.

### 2024/2025

Create a culture of nimble excellence in delivery of services.

Create synergies across the organization.

Strengthen community connections to enhance operational excellence.

### 2025 - 2027

Conduct feasibility study for new campus.

Create mechanism to track capability and productivity.

Develop & implement policies to maintain CARF accreditation.

Enhance processes by leveraging tools, talent and technology.

## TEAM & CULTURE

Our people are our foundation and the building blocks for all elements related to excellence and success of CAA.

### 2024/2025

Create financial incentive program.

Foster a growth minded culture.

Grow staff through intentional training opportunities.

### 2025 - 2027

Continue investment in leadership development.

Create a culture/staff engagement committee.

Advance one CAA mindset.

Retain and recruit for mission alignment.