

WOMEN'S ENTERPRISE SKILLS TRAINING OF WINDSOR INC.

STRATEGIC PLAN

SUMMARY REPORT

LEADERS IN POSITIONING

WOMEN FOR SUCCESS

2017-2020





Language Learning Class

MISSION

Women's Enterprise Skills Training of Windsor Inc. exists to provide training for severely employment disadvantaged visible minority women in order to improve their employability in the workforce and/or to further their education.

VISION

Leaders in positioning women for success.

Since 1987, WEST has been working to help women in the Windsor Essex region. WEST helps women find employment, learn new skills and gain information and the resources needed to settle in the community.

Our 2017-2020 strategic plan will guide us in our work, generating a positive experience that leads to better lives for the women we serve and the organizations that partner with WEST.

We are fortunate to serve some of the most inspiring women from around the globe who call Windsor and Essex home.



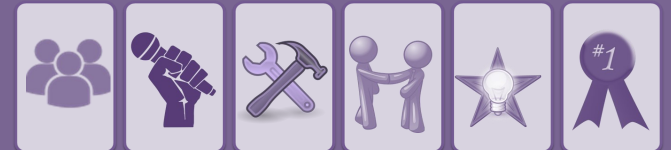
CREATING THE STRATEGIC PLAN

Over the past thirty years, WEST has made an impact in women's lives and has compelling and supportive reasons to continue to dream into the future.

In 2014, the WEST Board of Directors wanted to set the direction for WEST's future growth by strategically positioning WEST for greater success in the community. The Board decided to dream big. Consequently, a Strategic Planning Committee was established to develop a three year plan for the organization.

Surveys and focus groups were conducted; stakeholders and service users were invited to provide feedback and suggestions on what they wanted for WEST into the future.

Our call for input had an impressive 70% response rate with over 300 individuals (funders, clients, businesses, community partners and staff) expressing their views and opinions. From this exercise, a vision statement reflective of the organization's goals was designed.



CREATING THE STRATEGIC PLAN



Feedback from the surveys and focus groups demonstrated that WEST's strengths, community collaborations and partnerships were aligned with women's issues and current needs.

Opportunities for WEST to enhance childcare, program availability and funding were also identified.



Staff and the board then participated in a values statement exercise to identify the principles that would govern our internal and external relationships.

By the end of 2016, our values were identified and areas for growth and opportunity established; the strategic plan was well in progress.

WEST IS DREAMING BIG!

Our Vision

Leaders in positioning women for success

Strategic Priorities 2017—2020



Invest in People



Enhance Community Impact



Broaden Resources



Increase Partnerships & Collaborations



Design Innovative Programming



Strengthen Organizational Capability

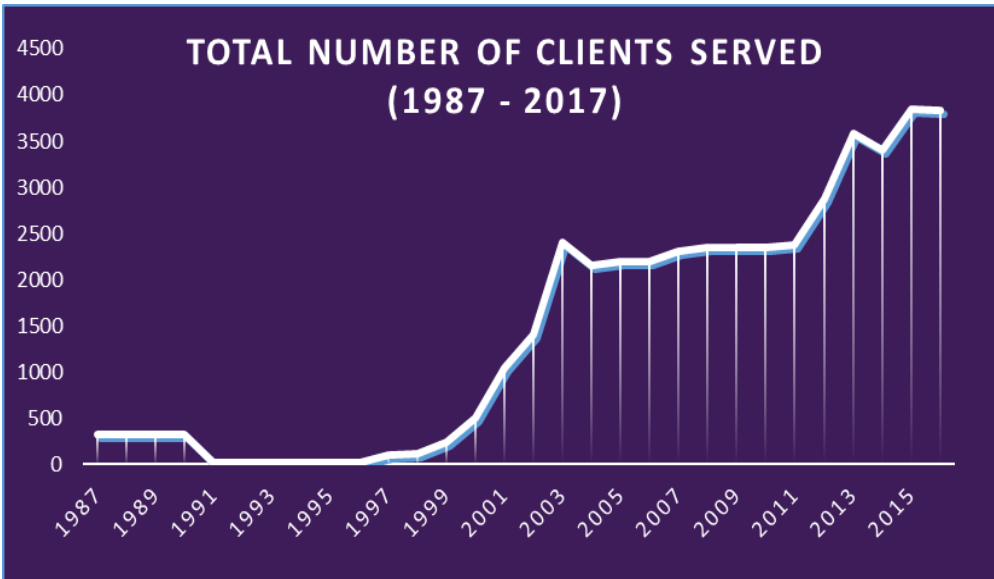
Our Areas of Focus

- Removing barriers for women entering the workforce
- Provide skills and resources to improve employability
- Offer accessible programming and child care services

Our Values

Together at **Women's Enterprise Skills Training of Windsor Inc:**

- We are committed to treat everyone with **DIGNITY & RESPECT**
- We strive to create an environment of **ACCOUNTABILITY & PROFESSIONALISM** of the highest standard
- We passionately aim to foster, promote, and advocate for **INCLUSIVITY & DIVERSITY** of all women.
- We are dedicated to serve the needs of the community with **PASSION & EMPATHY.**



46,185 Total women served

700 Newcomer Women received assistance with attaining accounting licencing since 2008

360 Women received information on Skilled Trades since 2014

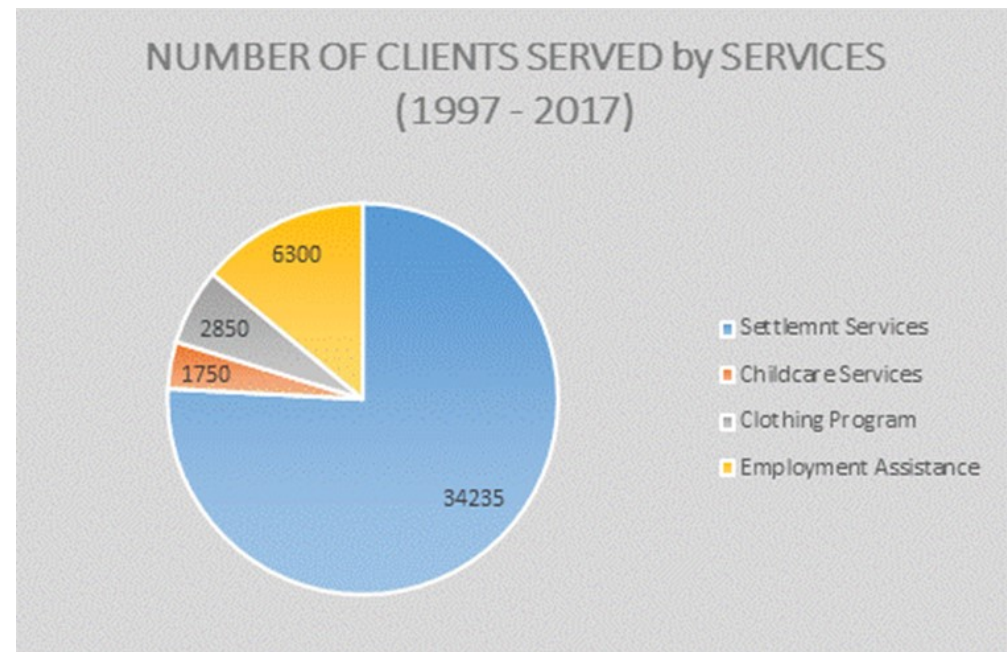
COMMUNITY IMPACT (1987 - 2017)

34,235 Newcomer Women assisted with settling in the community.

6,300 Women found employment.

2,850 Women in community received free professional clothing

1,750 Children accessed childminding services.



ACHIEVING OUR GOALS

Embedded in the WEST Strategic Plan is an action plan that sets key indicators and timelines that will assist in setting our path for the next three years.

The Strategic Plan is a road map that outlines the path to accomplishing our vision and goals. This living document will be at the forefront of our organization's decision making and guide us in our daily operations.



Women in Skilled Trades Program

MEASURING OUR SUCCESS

WEST will use the Strategic Plan to direct, measure, identify and prioritize our short-term, mid-range and long-term goals. It is through this plan that we will strategically align our operations and resources to meet the needs of the women we serve.

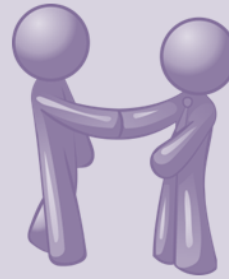
Our success will be measured and shared with the community via an annual report which will monitor our progress and keep us on track.

We will continue collaborating with our community partners, stakeholders and service users to stay in tune with the needs of our community. This attention to detail, will ensure that our goals align with the changing needs of the women we serve.

We will remain proactive and dedicated to providing innovative programming that meets the needs of women in this ever-changing society.



STRATEGIC GOALS



Invest In People

Create optimal opportunities for growth

Become an employer of choice within the region

Increase recognition and promotion of staff's achievements and successes

Enhance Community Impact

Continue to develop our brand

Improve outreach and share WEST experience with community

Enhance social media to share communications that highlight the services of WEST

Broaden Resources

Explore opportunities for increased funding to address emergent needs

Implement fund development initiatives to supply funds to service identified needs and gaps within WEST

Increase Partnerships & Collaborations

Increase the number of collaborative partnerships

Increase community knowledge of the resources and services of WEST

Develop stronger alliances with past and present stakeholders

Design Innovative Programming

Increase involvement of applied research in program development

Partner with local, national, international organizations to improve service delivery

Plan, develop and promote new initiatives through community partner and stakeholder network

Strengthen Organizational Excellence

Leverage community experts to reach, organizational goals

Focus on evidence based organizational development and support

Build capacity and organizational effectiveness to achieve our goals