



- Rebranding
- Employee recruitment, retention & development plan

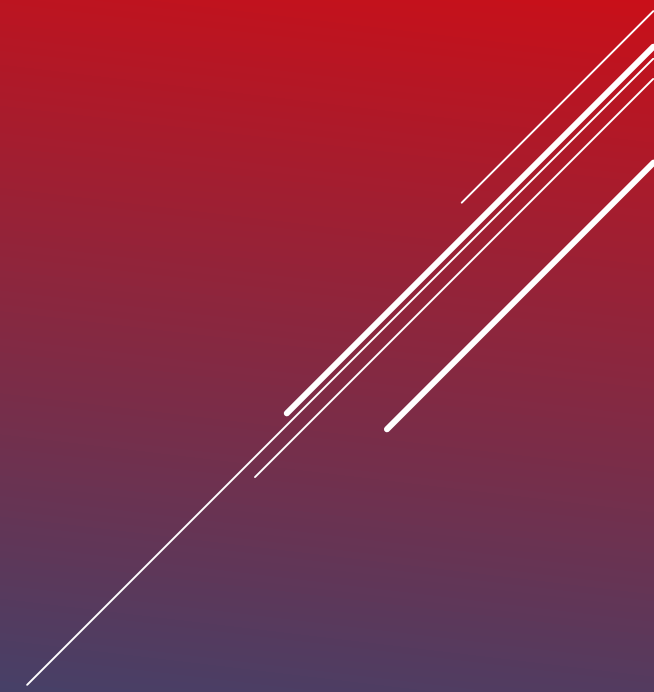
- Communications & Marketing Plan

- Financial Sustainability Plan

- Data driven decisions
- GBS = Career Academy

- Full Integration

GOALS: FINANCIAL SUSTAINABILITY  
BEST/INNOVATIVE PROVIDER  
USING DATA TO INFORM DECISIONS  
OUTCOMES: LESS RELIANCE ON MEDICAID  
CAREER RESOURCE CENTER  
FULL INTEGRATION





- Rebrand with a clear definition of who we are & what our vision is



- All staff, funding sources, community members, individuals & families will understand and describe CA Group services, expectations and outcomes in the same way.



- Increase in referrals for integrated employment & engagement
- Increase in individuals movement along the path to employment
- Increase in the number of individuals engaged in the community

## HOW?

1. CHANGE ORGANIZATION NAME
2. CREATE NEW LOGO AND TAG LINES
3. DEVELOP KEY MESSAGES, DRAFT NEW MISSION/VISION STATEMENTS



- Staff recruitment, retention & development plan



- Ongoing relationships to build community engagement & employment



- Well-trained versatile employees
- Employees identify with CA Group's mission
- Access to potential employees meeting criteria

## HOW?

1. ID CORE COMPETENCIES TO PROVIDE BEST PRACTICE SUPPORTS
2. REVIEW BENEFITS PACKAGE & STAFF DEVELOPMENT OPPORTUNITIES
3. ANALYZE PROCESSES (TIME FROM INTERVIEW TO HIRE TO START DATE, AVERAGE RETENTION RATE)
4. ADD TIER LEVELS OF EMPLOYMENT FOR OPPORTUNITIES TO GROW
5. TWEAK JOB DESCRIPTIONS & PERFORMANCE REVIEWS TO REFLECT VISION/EXPECTATIONS
6. EXAMINE RECRUITMENT STRATEGIES TO ID NEW RECRUITMENT OUTREACH



- Develop a comprehensive communications & marketing plan



- Leader in inclusive services that supports individuals to be fully integrated through community employment & engagement



- Increase in referrals for integrated employment
- Increase in individuals moving along the path to employment
- Increase in the number of people engaged in the community
- Increase in community & business partnerships

#### HOW?

1. FINALIZE NEW MISSION & VISION STATEMENTS.
2. CREATE "WHAT SERVICES ENTAIL" & "WHAT SERVICE IS BEST FOR YOU?"
3. REDESIGN WEBSITE/SOCIAL MEDIA TO REFLECT NEW MISSION/VISION. SHARE SUCCESS STORIES/PICTURES OF INDIVIDUALS WORKING, EXPLORING WORK OPTIONS AND ENGAGING IN THE COMMUNITY.
4. REDESIGN MARKETING MATERIALS TO REFLECT NEW MISSION/VISION
5. ID SUCCESS STORIES TO SHARE WITH ALL STAKEHOLDERS AND USE IN ALL MARKETING MATERIALS & SOCIAL MEDIA
6. DEFINE SOLID OUTCOMES & GOALS
7. WHY COMMUNITY (EMPLOYMENT) MATTERS CAMPAIGN. SET DATES FOR PRESENTATIONS TO CB'S, VR, SCHOOLS, BUSINESS & COMMUNITY MEMBERS, INDIVIDUALS/FAMILIES. SHOW PATH TO EMPLOYMENT FOR ALL REFERRALS MOVING FORWARD



- Develop a financial sustainability plan



- Financial growth and increase in the number of individuals moving along the path to employment and support individuals to engage in the community



- Increase in referrals
- Staff retention

## HOW?

1. ID NEW FUNDING STREAMS THAT FIT IN THE MISSION/VISION (EXPAND DISABILITY TYPE, VETERANS, YOUTH, VR PRE-EMPLOYMENT TRANSITION SERVICES, ETC.)
2. EXAMINE EMPLOYEE ROLES FOR EFFICIENCY ID & IMPLEMENTATION
3. EXPAND CUSTOMIZED EMPLOYMENT
4. PARTNER WITH AEN
5. INCREASE REFERRALS FOR INTEGRATED EMPLOYMENT
6. ID COMMUNITY ENGAGEMENT & FUNDRAISING VENTURES



- Track & analyze data to make data driven decisions that improve outcomes & success



- Use data to make decisions based on facts to course correct as necessary



- Increase in number of individuals working
- Increase in number of individuals engaged in the community
- Increase in % of time engaged in community
- Increase in employee retention

## HOW?

1. DETERMINE WHAT DATA IS IMPORTANT AND WHAT THE MEASURE OF SUCCESS/IMPROVEMENTS WILL LOOK LIKE
2. TRACK DATA
3. ANALYZE DATA FOR SELECTED TIME
4. ADJUST PROGRAM SERVICE DELIVERY AS NEEDED.



- Turn GBS into a career academy



- GBS will be ID's by the community as a workforce preparedness solution/partner and will provide additional revenues to offset potential additional costs of full integration service model



- Increase in partnerships
- Increase in revenue
- Increase in movement along path to employment

## HOW?

1. SET MEETING WITH LOCAL MANUFACTURING & SERVICE FIRMS TO ID SPECIFIC SKILLS NEEDED OR HIGH DEMAND JOBS AND WHO THEY WILL RECRUIT EMPLOYEES FROM
2. DEVELOP MARKETING PLAN FOR RECRUITMENT FIRMS & SET MEETINGS (TEMP AGENCIES, VR, ONE STOPS)
3. RESEARCH IF WIOA FUNDS CAN BE USED TO TRAIN SOME JOB SEEKERS
4. DEVELOP CURRICULUM FOR CAREER PREP (RESUME WRITING, INTERVIEWING, SOFT SKILLS FOR WORKPLACE, FINANCIAL LITERACY)