STRATEGIC PLAN YEAR TWO - 2025

Options' commitment to continued growth and sustainability is rooted in its dedication to achieving its mission to assist all individuals and families in need to develop their fullest potential for independent living.

Core Pillars

- Grow revenue and client participation while maintaining high-quality programs and services
- Grow employee engagement and satisfaction through consistent communications
- Employ Diversity, Equity, Inclusion, and Belonging (DEIB) best practices to create a culture of belonging
- Solidify a strong strategy around partnerships
- Grow Board of Directors engagement
- Formalize strategy for growth and diversified funding streams

1 Program Expansion

- Utilize feasibility proposal deliverables to enhance responses to funding opportunities.
- Maintain and optimize residential occupancy above 90%.
- Revise client recruitment, intake, and retention strategies with a focus on Cultural and Community Committee to enhance client diversity.
- Implement solar project to strengthen funding opportunities and cultivate new donor relationships.
- Establish an Advocacy Committee to enhance advocacy efforts and legislative affairs.

2 Program Partnerships

- Establish a mechanism for tracking Partnership Subcommittee progress, including relationship metrics and annual goals.
- Identify and engage key contacts from partner organizations (e.g., Northwell, Stonybrook) in subcommittee meetings.
- Appoint a Vice Chair for the Partnership Subcommittee by June 2025, to ensure leadership continuity.

3 Employee Health & Wellness

- Review year one proposals with budget allocations.
- Develop and implement succession plans for key roles through 2030.
- Reduce voluntary employee turnover to 23% or below.

4 Board of Directors Development

- Demonstrate increased board engagement through defined expectations and agreements.
- Conduct board self-assessment once every three years.
- Organize and execute a board retreat.
- Increase board diversity by 10% through partnerships with recruitment agencies.

5 Resource Development (Fundraising Strategy) & Awareness Building

- Achieve a 10% year-over-year growth in the donor base.

6 Data Collection, Systems, & Reporting

- Evaluate and optimize the Data Dashboard and data warehouse for efficiency and impact reporting.

7 Cultural and Community

- Empower the Cultural and Engagement Manager with necessary resources (staff, technology, training).
- Implement equitable revisions to identified inequitable organizational policies.
- Facilitate the formation of identity-based affinity groups aligned with the organization's mission.
- Utilize 2023 Climate Survey data to inform and measure progress in the 2025 Climate Survey.

Options for Community Living, Inc.