WNCSource Strategic Drivers & Agency Goals 20-25

Leadership
- Equip the Board with tools, training and structure to lead the Agency
- Define a business model that allows WNCSource to understand and manage its growth

Culture
- Provide a more collaborative, caring and safe culture for employees, clients and partners
- Update HR policies and ensure all employees receive a comprehensive orientation

Outreach
- Build and strengthen WNCSource profile in community
- Raise public awareness of WNCSource programs to attract donors, clients and partners
- Implement a strategic development program to increase private support

Services
- Provide outstanding service delivery demonstrated through measureable outcomes
- Seek strategic partnerships and business opportunities to expand programs
- Tailor programs to impact the community well-being and economic stability

Impact
- Use the social determinants of health in planning and expansion activities
- Develop systems to measure the quality and effectiveness of our programs and services

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WNCSource Successful Outcomes 2020-2025

Leadership

- Annual Board bylaw training program completed
- Board committees established and meet as needed
- Annual Board survey created with baseline measurements
- Board elevator speech and portal completed
- Business development plans completed (CS expansion, Housing expansion)
- Dashboard reporting and monthly reporting structures simplified for quick analysis

Culture

- HR policies and procedures completed 2020
- Trauma Informed Care plan initiated through the Trauma Resilient Communities grant
- Living wage certification achieved
- Enhanced wellness activity program implemented
- Implemented a culture survey tool (Culture Amp) to regularly measure employee satisfaction and support retention efforts

Outreach

- Program staff regularly attend community events in each county
- Conducted community surveys for Older Adult Svcs and Transportation
- In partnership with NCECF we hosted two CANDL focus groups for child care needs in WNC
- New marketing brochures, revised website, larger social media presence and promo video completed
- Regularly send speakers to community and national meetings
- Board giving campaigns

Services

- Housing collaborated with Children's Services to support internal client referrals
- Children's Svcs has successfully expanded to offer Developmental Day and After School care options in response to community needs
- Transportation expanded contracts with Medicare/Medicaid and other local NPOs
- Older Adult Svcs has increased the number of volunteers and funding sources for current programs

Impact

- WNCSource is serving more families with multiple cross-departmental services
- WNCSource can demonstrate its impact on health equity through increased medical transportation
- WNCSource collects client feedback now to measure effectiveness
- Through partnerships, WNCSource expanded its capacity to provide comprehensive services
- Agency wide wage increases improved staff economic stability

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WNCSource Key Initiatives to Continue in 2025-2030

Leadership

- Communication action plan for Board and Staff
- Board/Senior Management succession planning and recruitment
- New collaborative partnerships with local governments, NPOs and local employers for future program development
- Active participation in capital planning and program expansion projects

Culture

- Organizational value statement and agency wide communication of values
- Trauma Informed Care training to build trauma resilient culture
- Childcare options for employees and partners
- Volunteer organization and coordination
- Wage sustainability

Outreach

- Awareness campaign for WNCSource services both publicly and internally
- Enhanced community involvement
- Development program to increase private support
- Industry leadership through publishing articles, speaking and advocacy
- Opportunities for Board and staff to engage in development

Services

- Housing development partnerships to increase inventory of affordable housing
- Childcare expansion opportunities to diversify funding and support training activities (private, public, self- pay)
- Transportation contracts for on-demand services (medical, non-profit, elderly)
- Resource planning for Older Adult services

Impact

- Dashboard measures of program impact
- Annual identification of unmet needs in the community (clients, regional reports, other NPOs)
- Measurements of the number client referrals between our programs and with other agencies
- Client assessment and follow-up

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