

STRATEGIC PLAN

GROWING  
TOGETHER,  
CREATING  
OPPORTUNITIES



Wetaskiwin





## OUR VISION

All children and youth discover and achieve their dreams and grow up to be healthy, successful, and active participants in society.

## OUR MISSION

To provide safe, supportive places where children and youth can experience new opportunities, overcome barriers, build positive relationships, and develop confidence and skills for life.

## Our Core Values

### Belonging

We welcome everyone in a safe, accepting environment based on belonging and positive relationships.

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### Respect

We ensure that everyone—children, youth, families, volunteers, staff—is heard, respected, valued and treated fairly.

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### Encouragement & Support

We encourage and support every child and youth to play, learn and grow to achieve their dreams.

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### Working Together

We work together with young people, families, volunteers, our communities and governments.

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### Speaking Out

We speak out for children, youth and families so that we can make our world better.





# CULTIVATING A THRIVING WORKPLACE

BGC will be an employer of choice to attract and retain top talent.

## CLUB OBJECTIVES

BGC Wetaskiwin will enhance its organizational diversity.

BGC Wetaskiwin will enhance its learning and increase collaboration across the Club.

BGC Wetaskiwin will provide for specialization and leadership opportunities.

BGC Wetaskiwin will develop an Employee Value Proposition.

## WE WILL:

- Develop and recruit staff teams to reflect the communities we work with.
- Develop a diversity assessment tool and assess diversity of staff teams.





# CULTIVATING A THRIVING WORKPLACE

## WE WILL:

- Implement an inclusive and effective staff team meeting structure.
- Plan and execute two all Staff Professional Development days each year.
- Develop an annual staff training plan.
- Develop specialized/leadership role titles and job descriptions.
- Identify specialization roles and align current staff to role.
- Provide professional development to support specialized/leadership roles.
- Prepare a compilation of staff compensation and benefits.
- Develop a “total rewards statement”.
- Develop marketing plan to increase number of applicants for vacant positions.





## FOSTER A CULTURE OF BELONGING

BGC will be thoughtful and responsive in addressing issues related to equity, diversity and inclusion. BGC will authentically engage with Indigenous communities.

### CLUB OBJECTIVES

BGC Wetaskiwin will engage in the National Equity, Diversity, and Inclusion assessment.

BGC Wetaskiwin will actively engage with Indigenous communities and the Truth & Reconciliation Commission Calls for Action.

BGC Wetaskiwin facilities are accessible and maintained.

### WE WILL:

- Participate in EDI assessment orientation session.
- Implement EDI assessment tool.
- Develop EDI action items and evaluate outcomes.
- Join National EDI community of practice.
- Create an EDI staff team.
- Participate in National Indigenous reference group.
- Identify and engage with Elders and knowledge keepers.
- Participate in and lead Indigenous community events.
- Identify and align the calls to action in a Truth & Reconciliation Plan.
- Engage Board of Directors in Indigenous events and initiatives.
- Create an Indigenous Truth & Reconciliation staff team.
- Install front door stair lift at the Downtown Club.
- Complete accessibility assessments in facilities used by BGC programming.
- Develop a guidance document to determine when programs may need to address accommodation issues.



## INSPIRE INVESTMENTS IN BGC

BGC will increase funding by retaining current funders and attracting new funders.

### CLUB OBJECTIVES

BGC Wetaskiwin will ensure sustainable and diversified funding.

BGC Wetaskiwin has a growth ambition related to revenue for investments in the community and supports the Club and its' participants.

### WE WILL:

- Develop a revenue source measurement and assessment tool.
- Develop targets and goals that demonstrate sustainable and diverse funding.
- Create a fund development plan.
- Recruit fund development staff to diversify and increase revenue.
- Invest in the community splash park.
- Develop a fund development plan that engages donors to invest in targeted initiatives.
- Support community initiatives that support children and youth.
- Develop a scholarship or bursary program for Club youth.





## ELEVATE OUR INFLUENCE

BGC will be recognized as the leading child and youth serving organization.

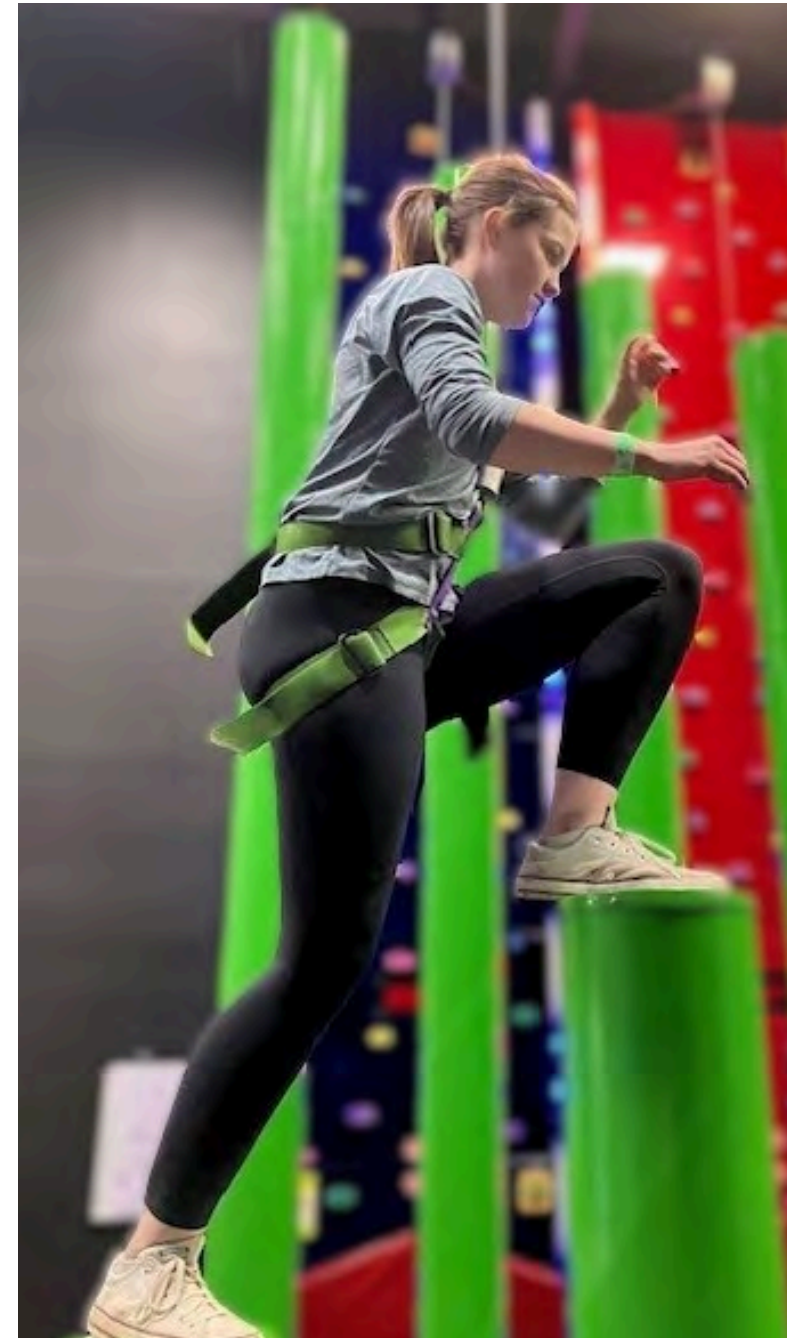
### CLUB OBJECTIVES

BGC Wetaskiwin will strengthen its brand recognition and awareness of Club services.

BGC Wetaskiwin will actively advocate with local, provincial, and federal governments around policy, funding and brand awareness.

### WE WILL:

- Create a campaign to increase recognition and comfort with new name "BGC".
- Conduct a brand health survey in the community.
- Assess google analytics. and implement an improvement plan.
- Engage a marketing professional.
- Develop a marketing plan.
- Invest funds in professional, targeted advertising.
- Meet annually with local Minister of Parliament, Minister of Legislative Parliament, and Mayor.
- Engage all 3 levels of government with the Club.
- Meet annually with Wetaskiwin Regional School Division.





## DEEPEN AND EXPAND LIFE CHANGING IMPACT

BGC is invested in proving and improving the Club experience for all Club participants. BGC is committed to providing a high-quality experience to more children and youth.

### CLUB OBJECTIVES

BGC Wetaskiwin will grow strategically to ensure the delivery of services within Wetaskiwin and outlying communities.

BGC Wetaskiwin Board of Directors and Directors will review and update the Strategic Plan to ensure objectives reflect the final 2 years of the plan.

BGC Wetaskiwin will expand facilities to meet the needs of the participants and communities.

### WE WILL:

- Respond to requests or considerations for program delivery and/or meet community need.
- Intentionally foster and steward positive relationships with community leaders and stakeholders.
- Engage National tools & templates to support mergers, etc.
- Partner with Wetaskiwin Regional Public Schools.
- Develop policy to reflect procedures when we provide contracted services in other BGC communities.
- Deliver preventative parent education and awareness programming.
- Provide additional transportation options.
- Plan a formal Strategic Plan facilitated meeting in year three.
- Explore the availability of surplus buildings to expand facilities.
- Expand services for seniors if facilities are available.



## STRENGTHEN OPERATIONAL EXCELLENCE

BGC has the resources, infrastructure and administrative platforms to effectively monitor, deliver and report on programs and services.

### CLUB OBJECTIVES

BGC Wetaskiwin will have an intentional recruitment and development of a balanced and diverse approach to maintaining a high-performing and engaged team.

BGC Wetaskiwin will implement digital modernization of its operational systems.

BGC Wetaskiwin will explore opportunities for shared services.



### WE WILL:

- Recruit new Board members who fill diversity and skill gaps.
- Complete the Board Self-Assessment Survey.
- Participate in National new Board Members training.
- Develop a Board Member Value Proposition.
- Transition to a Timesheet App to record staff hours.
- Implement a Family Engagement App for care programs.
- Implement a system for participant on-line registration.
- Respond to requests or opportunities to share our services.
- Explore accessing shared services.



# Wetaskiwin

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 **BGC Wetaskiwin**