



Strategic Plan Overview 2021-2022

The focus for the coming 18 months at The Enrichment Center.

1-1-21 to 6-30-22

“Expect great things” is our motto. While COVID has impacted the world, The Enrichment Center, with approval from the Board of Directors, have worked to develop an 18-month Strategic Plan to ensure we come out of the pandemic strong and poised for the future. This plan will guide the actions of the leadership team and staff members to produce the outcomes that have been outlined below. Once again, “Expect great things!”

Our Mission: *Our mission is to empower and enrich adults with intellectual and developmental disabilities enabling them to grow as individuals, live with dignity and have choices in how they fulfil their lives.*

The Enrichment Center is focusing on the six priority areas in the following ways:

Advocacy

Our mission is to help those with intellectual and developmental disabilities live their best life. We will develop resources and commit time to supporting families who need services in our community but may not know how to access them.

Art

We are committed to rebuilding our art program to incorporate pre-COVID programs and new ones. This includes more collaboration with the community, input from established local artists, expanding the types of art, and having a presence outside of our gallery doors, both locally and online.

Staff Development

For the Enrichment Center to meet the Strategic Plan objectives, it is necessary to have the right staff that fit the culture and support our Mission. Staff training, ethical standards and commitment to care are the keys to success. The focus is on becoming a learning organization, that works with staff to support their career path and personal development. This will build a strong organization and develop better leaders in our community. We will build a culture that benefits our clients, employers, and The Enrichment Center. We hope that this culture will help retain staff and help develop their career path.

Quality

Our goal is to provide the best service possible to those who select The Enrichment Center as a provider, be transparent in our progress and the work we are doing to improve. Measuring our success and making changes based on what we have learned is essential in improving quality. We are committed to collecting information from many sources to ensure we are always improving. This will include moving our accreditation from CARF to CQL and adopting the “Personal Outcome Measures” interview process for every person in our services. This will lay the groundwork for measuring progress and ensure our clients are living their best life.

Growth

Just like those we support, we want to ensure that The Enrichment Center is growing. This growth allows us to impact more lives and reach more families. Opportunities have been brought to The Enrichment Center to grow in the area of community employment. We also are working in our Day Program to serve more individuals both on site and in community settings. We have the structure and expertise in place to be successful in expanding the services we provide and helping those we support live their best life.

Marketing / Development

Marketing is the key to building relationships with our families, donors, stakeholders, and the community. As we are accomplishing all the items mentioned above, it will naturally result in The Enrichment Center sharing the good work with families, stakeholders, donors, and the community. We are committed to sharing our message and branding through multiple channels in a consistent and concise way. We want to increase our virtual presence and begin a paperless approach to communication. Our donor database is the key to a paperless system and will help deliver a consistent brand and message. Keeping our donors up to date on how The Enrichment Center uses the donations that are received is a priority. We work to be good stewards of our funds and appreciate all those that generously give to The Enrichment Center year after year.

Expect great things!

The Enrichment Center Leadership Team

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