



# **ENGAGE, CONNECT, EMPOWER**

CDRCP's Strategic Plan  
2018 - 2022

For 25 years, CDRCP has provided information, resources, professional learning opportunities and early years services to the Peel community. We are committed to remaining responsive to the evolving needs of the community through collaboration and planning with our partners and clients. Our goal is to continue to develop progressive strategies which promote quality family life.

### Emerging Trends and our Evolving Sector

During the mobilization of cross-sectoral transformations, including the Special Needs Strategy and the EarlyON Child and Family Centres transition to the Region of Peel, CDRCP's focus continues to be on engaging, connecting and empowering families and professionals. We actively seek opportunities for integration between the early years, child care and developmental service sectors. We pride ourselves in learning and growing alongside our community.

CDRCP's stakeholders indicate that we have the most impact when we are **accessible, inclusive, engaging** and **knowledgeable**. Our Strategic Plan will amplify and enhance CDRCP's existing assets and focus on engaging, connecting and empowering its' stakeholders and community.



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Kathy Wallace | President



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Sara Ammar | Executive Director





## At the centre of our work are families and partners

CDRCP engages, connects and empowers the community through information, resources, learning opportunities and services that promote quality family life.



At the centre of CDRCP's work are families and partners and we strive to ensure that their voices are reflected in the work we do. As we embarked on a learning journey to develop our 2018-2022 Strategic Plan, we turned to our families and partners for their feedback. Through focus groups, consultations, surveys and key informant interviews, we received feedback from over 280 individuals.

# OUR GUIDING VALUES

The work of CDRCP's Board, Staff, and Volunteers is guided by our values.

## GUIDING VALUES



# COMMITMENT TO COMMUNITY

## Strategic Direction and Goal Setting





# 01 Goal:

Remain responsive by providing access to high quality, timely information, programming and learning opportunities.

Objective 1

Learning opportunities reflect current prevailing evidence, community needs and legislative changes

Objective 2

Timely access to responsive tools and resources

Objective 3

Information is accurate, current and relevant

Objective 4

Programming is responsive and reflects the unique needs of the community



# 02 Goal:

Build community capacity to empower individuals to be resourceful.

Objective 1

Learning opportunities build capacity for transfer of learning to enhance current practice

Objective 2

Families/caregivers are aware of access to relevant information, services and supports

Objective 3

Families have access to relevant early identification supports

Objective 4

Clients have access to information and resources through diverse channels



# 03 Goal:

Strengthen measurement and data capacity to demonstrate impact.

Objective 1

Collect relevant data to demonstrate impact of professional learning opportunities

Objective 2

Actively seek feedback from the community to conduct learning needs assessments

Objective 3

Collect and analyze data to demonstrate increase in knowledge related to child development

Objective 4

Collect data to ensure information and resources are comprehensive, accurate and timely



# 04 Goal:

Develop and mobilize a digital engagement strategy.

Objective 1

Increase CDRCP's profile through digital marketing campaigns

Objective 2

Broaden and streamline e-Information through relevant collaborations

Objective 3

Enhance diversity of topics offered through e-Learning and e-Social Learning

## Acknowledgments

The development of this Strategic Plan was guided by our Board of Directors and shaped by CDRCP staff, partners, stakeholders, and our families. We would like to thank everyone for their input and look forward to implementing this plan together.