



PARENTS ALLIANCE EMPLOYMENT PROJECT

LONG RANGE STRATEGIC PLAN 2023-2027

MISSION: AN ORGANIZATION DEVOTED TO IMPROVING THE LIVES OF PEOPLE WITH DISABILITIES THROUGH INDIVIDUALIZED EMPLOYMENT SERVICES.

Parents Alliance Employment Project is dedicated to focusing on the expectations of the persons served and other stakeholders. PAEP obtains input from clients served, employers, Board of Directors, personnel, and other community partners on an on-going basis, including service evaluations, outcome measurement meetings, and an annual in-service personnel training. Input is collected to assist PAEP to determine the expectations of the organization's stakeholders and to better understand how PAEP is performing from the perspective of its stakeholders. The input collected relates directly to services, persons served, and business practices through the performance measurement and management improvement plan.

Through the input and feedback provided, the Board of Directors and personnel analyze the information in a strategic planning session to develop a long-range plan for the organization. The long-range plan is a comprehensive blueprint and is all inclusive of services provided by PAEP and assists the organization in program planning, performance improvement, organizational advocacy, financial planning, and resource planning. Measuring the success and completion of each action item will be documented on a yearly basis and included in a report that will be presented to all PAEP stakeholders. The board of directors at this time will evaluate the success of these items and modify the strategic plan based on the following: expectations of persons served, expectations of other stakeholders, the competitive environment, financial opportunities and threats, capabilities, service area needs, demographics of the service area, relationships with external stakeholders, the regulatory environment, as well as the legislative environment.

PAEP continually collects data from a variety of internal and external resources and the long-range plan reflects PAEP's financial position at the time the plan is written and reviewed annually through a progress report with respect to allocating resources necessary to support the accomplishment of the long range plan.

PROGRAMS AND SERVICES

Goal: Continue to offer programs and services that enhance consumer choice.

Action Items:

1. Continue to expand services to additional counties
2. Develop specialized job skill building programs and engage participants in job training sites
3. Monitor waitlist and caseloads to ensure timely services
4. Increase relationships with funding sources
5. Update annually participant and health/safety handbook policies and procedures for all programs
6. Collect and analyze outcome measurement reports to measure job placement and retention rates; perform SWOT analysis to identify areas of improvement annually
7. Implement service evaluation process to monitor and evaluate satisfaction of services
8. Create and expand on-line resource library for participants and families utilizing services
9. Utilize person centered planning to facilitate informed choices among participants

MARKETING

Goal: To expand awareness of PAEP services and accomplishments.

Action Items:

1. Ensure all staff and board members establish a LinkedIn account, follow PAEP, and promote content within professional contacts
2. Increase social media outlets; develop pertinent content and calendar to post material
3. Produce agency video that showcases services and programs
4. Develop and keep updated uniform brochures and informational materials for all programs
5. Purchase promotional items for all business partners to display and promote partnership and awareness of PAEP partnership
6. Publish annual report that reflects the outcomes and success of the agency

BUSINESS DEVELOPMENT

Goal: To develop PAEP business relationships throughout program service areas.

Action Items:

1. Develop a Business Advisory Council (BAC) for each program
2. Host social business networking events to increase educational awareness of PAEP services
3. Ensure representation at local Chamber of Commerce and other business events
4. Increase attendance of business community at the "Be Inspired to Hire" event

FUNDRAISING

Goal: To develop and maintain financial support of PAEP.

Action Items:

1. Maintain financial support of PAEP through active grant prospecting, proposal preparation, and production. Present quarterly funding reports to the board of directors
2. Executive Director and board of directors will solicit additional grant opportunities and in-kind contributions
3. Establish an active resource development committee as part of the board of directors to develop and carry out a fundraising plan
4. Increase business sponsorships for annual Be Inspired to Hire event

LEADERSHIP

Goal: To strengthen PAEP through active leadership roles.

Action Items:

1. Identify and recruit potential board members from the business community
2. Ensure that all board members are engaged in at least one board committee
3. Present educational training opportunities for board members to participate in
4. Ensure completion of board self-assessments
5. Support CARF Accreditation activities for the agency

HUMAN RESOURCES

Goal: To enhance professional opportunities to staff to promote a positive working environment.

Action Items:

1. Offer virtual and in person quarterly team building and field related training opportunities
2. Create uniform new employee onboarding training materials
3. Increase supervisor check in meetings to ensure adequate program support
4. Host yearly in-service retreat to expand knowledge and strengthen the association between staff members
5. Research staff roles, titles, job descriptions and salary ranges to identify key areas of growth for agency positions
6. Explore incentive opportunities to retain a quality workforce

TECHNOLOGY

Goal: To address technology needs as it relates to service delivery, case management, accounting, and resources.

Action Items:

- 1) Pursue efforts to digitize and integrate a trusted technology system to streamline service delivery and on-line case management
- 2) Maintain current information on agency website
- 3) Maintain and update inventory of all agency issued technology
- 4) Utilize password protected OneDrive and shared Google drives to share and synchronize all agency documents
- 5) Strengthen agency cybersecurity protections through assessment and insurance acquisition
- 6) Update agency policies as technology use expands within the agency
- 7) Utilize TechSoup for discounted technology needs of the agency
- 8) Update QuickBooks system to effectively monitor finances of the agency

**2525 Cabot Drive, Suite 205
Lisle, IL 60532**



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**630-697-8199
www.parents-alliance.org**