

## **STRATEGIC PLAN** **2010-2013**

### **VISION**

A healthy, just and inclusive community.

### **Mission**

The ESPC provides leadership within the community by addressing and researching social issues, informing public discussion and influencing social policy.

### **Goal 1: ESPC develops and articulates an inspiring vision of a more liveable city**

#### **Strategies**

1. Collaborate with the broader community to inspire a progressive social consensus in Edmonton.
2. Work with interested persons, organizations and institutions in the community to refine and pursue the vision of an egalitarian, inclusive community.
3. Engage in research and analysis in order to inform the development of progressive, evidence-based socio-economic policies.
4. Engage the community in dialogue on pressing socio-economic issues.

### **Goal 2: ESPC is a recognized, independent, knowledgeable and progressive voice on social issues**

#### **Strategies**

1. Advocate for progressive social policy.
2. Effectively disseminate ESPC's vision, research and Policy analysis by producing publications, facilitating community forums and strategically utilizing established and emerging media and technologies.
3. Expand organization's reach by making connections with the academic, labour and business communities, elected officials, and other community leaders.
4. Expand research partnerships with other organizations, think tanks, and scholars.

5. Enhance communications with and among other social planning and research agencies across Canada.
6. Maintain a Resource Library Collection of historical and contemporary publications on social issues.

**Goal 3: ESPC has a large, broad, and diverse network of members, friends and volunteers**

**Strategies**

1. Raise the profile of the organization using means such as traditional media, the ESPC website, emerging online media, publications and community forums.
2. Raise awareness of the organization among youth, aboriginal and ethnic communities.
3. Explore an “honorary” role in the organization for influential persons in Edmonton who share ESPC’s values.
4. Develop the Board of Directors to be a better reflection of the diverse community we serve.

**Goal 4: ESPC’s entrepreneurial and flexible approach secures sufficient revenue from diverse sources**

**Strategies**

1. Pursue appropriate grants from funders.
2. Seek research and policy-analysis contracts with NGOs, foundations, governments and other agencies.
3. Solicit contributions from within community.
4. Optimize returns from prudent financial investments.
5. Conduct AGLC-licensed casinos.
6. Explore opportunities to market ESPC goods and services.

**Goal 5: ESPC is an employer of choice**

**Strategies**

1. Attract and retain high quality staff.
2. Provide healthy working conditions and competitive salaries and benefits.
3. Use progressive Human Resources practices .