

# North Shore Welcoming Communities Planning Table

## Strategic Planning Document

### Motto

The North Shore – you belong here!

### Vision

The North Shore is a welcoming community where everyone has a sense of belonging.

### Mission

To support the inclusion of immigrants and refugees.

### Goal Statement

The North Shore Welcoming Communities Planning Table will:

- increase awareness of diversity and multiculturalism;
- ensure service provision is relevant and meeting the needs of immigrants and refugees on the North Shore;
- support collaboration and coordination of service provision;
- increase awareness of existing information and services;
- increase organizational capacity of member organizations; and
- increase engagement of the whole community.

### The Strategic Plan

The Strategic Plan for the North Shore Welcoming Communities Planning Table will be developed from input provided by all members of the Table. Identified strategies and activities will be organized into the three categories listed below.

- a) **Low resource commitment** – these tasks and activities require little or no additional resources from the NSWCPT or its member agencies.
- b) **Limited resource commitment** – these tasks and activities require some dedication of personnel and / or financial resources, but are intended to be manageable without additional personnel or significant investment.

It is anticipated that the above commitment levels and associated tasks and activities are achievable within the current United Way grant and the structure / participation of NSWCPT members. Limited resource commitments may require some additional and nominal support from member agencies (i.e. distribution of information, use of facilities, collection and sharing of expertise and information, etc.).

- c) **Medium to high resource commitment** – these tasks and activities require dedicated financial resources and personnel, and will require the acquisition of additional funding.

<b>Goal #1 Increase awareness of diversity and multiculturalism</b>			
<b>Level of Resource Required</b>	<b>Strategy / Activity</b>	<b>Implementation</b>	<b>Timeline / Completed By</b>
<b>Low Resource Commitment</b>	Identify, develop and distribute materials to increase awareness of multiculturalism and diversity issues on the North Shore to both the NSWAC and throughout the community	Project Coordinator develops a Power Point Presentation, speaking points, etc.	March 2009
	Create a matrix of community tables and NSWAC member involvement	Project Coordinator develops a template for completion by all NSWAC members  Project Coordinator will compile and distribute	April 2009
	Share and collaborate with other community "tables"	Members makes contact / shares agendas / minutes	May 2009
<b>Limited Resource Commitment</b>	Write monthly column for the North Shore News	Elizabeth will make contact with NS News to establish column.  Members of NSWAC "take turns" submitting story ideas to the Project Coordinator for development and submission.  PC will develop a schedule and develop an "overarching" theme for the column.	March 2009  Monthly
	Participate in the February Multiculturalism Week	Members of NSWAC determine form of participation  Members collaborate to prepare and participate on the day	February 2010
	Participate in the "Day to End Racism" – March 21	Members of NSWAC determine form of participation  Members collaborate to prepare and participate on the day	March 2009  March 2010

<p style="text-align: center;"><b>Goal #2 Ensure service provision is relevant and meeting the needs of immigrants and refugees on the North Shore</b></p>			
Level of Resource Required	Strategy / Activity	Implementation	Timeline / Completed By
<p><b>Limited Resource Commitment</b></p>	<p>Complete community assets mapping project by supporting the North Shore Neighbourhood House</p>	<p>Distribute data collection forms to NSWAC members for completion</p> <p>NSWAC members identify additional programs and services for inclusion</p> <p>Identify work to be completed by NSWAC</p>	<p>March 31 2009</p>
	<p>Conduct immigrant needs assessments:</p> <ul style="list-style-type: none"> <li>▪ Focus Groups</li> <li>▪ Surveys</li> <li>▪ Analysis of Community Mapping</li> </ul>	<p>Support the North Shore Neighbourhood House to complete the Focus Groups</p> <p>Conduct gap analysis.</p> <p>Resident survey pending funding availability.</p>	<p>June 2009</p> <p>September 2009</p>
	<p>Organize and Facilitate a training session for front line service providers</p>	<p>Strike a NSWAC subcommittee to oversee</p>	<p>November 2009</p>
	<p>Conduct a gap analysis and prepare an analysis and recommendations report for member agencies</p>	<p>NSWAC reviews and analyzes community assets map</p> <p>Project Coordinator prepares report for NSWAC membership and other community service providers</p>	<p>August 2009</p>

<b>Goal #3 Support collaboration and coordination of service provision</b>			
<b>Level of Resource Required</b>	<b>Strategy / Activity</b>	<b>Implementation</b>	<b>Timeline / Completed By</b>
<b>Low Resource Commitment</b>	Create facilities and other resources inventory (AV equipment, etc.)	Project Coordinator will create and distribute a data collection form  Data will be compiled and distributed	October 2009
	Develop communication systems : <ul style="list-style-type: none"> <li>▪ NSWAC Listserv</li> <li>▪ Website</li> <li>▪ Front-line workers listserv</li> </ul>	Project Coordinator will create and distribute a data collection form to develop listservs  Project Coordinator will coordinate the development of a website and collect information from all members in an ongoing basis	September 2009  June 2009
<b>Limited Resource Commitment</b>	Identify and recruit additional community stakeholders to ensure full representation of all sectors of the North Shore	Development marketing and promotional materials  Delivery presentations  Convene expanded Table  Revise Terms of Reference, etc.	June 2009

<b>Goal #4 Increase awareness of existing information and services</b>			
<b>Level of Resource Required</b>	<b>Strategy / Activity</b>	<b>Implementation</b>	<b>Timeline / Completed By</b>
<b>Low Resource Commitment</b>	Regular distribution of multiculturalism, settlement, diversity related information to NSWAC members	Website is developed  Members update the Project Coordinator regularly  Regular electronic bulletins are sent	June 2009  Ongoing
	Regular distribution of multiculturalism, settlement, diversity related information to front-line workers	Listserv is developed	September 2009  Ongoing
<b>Limited Resource Commitment</b>	Create a communications plan	<ul style="list-style-type: none"> <li>▪ Create a logo</li> <li>▪ Use existing portals to communicate to the community</li> <li>▪ Develop NSWAC information sheets</li> <li>▪ Identify related topics, events, news, etc. and push them out into the community through various forums</li> </ul>	June 2009

<b>Goal #5 Increase organizational capacity of member organizations</b>			
<b>Level of Resource Required</b>	<b>Strategy / Activity</b>	<b>Implementation</b>	<b>Timeline / Completed By</b>
<b>Low Resource Commitment</b>	Identify training needs of member agencies	Project Coordinator to develop a data collection form  NSWAC members complete form and submit	May 2009
	Share information on existing training and on upcoming training	NSWAC members regularly update Project Coordinator  Training is posted on the NSWAC website	February 2009  Ongoing
<b>Limited Resource Commitment</b>	Collaborate on training (i.e. member agencies jointly provide the training or jointly participate in the training)	Review existing training to determine training requirements  Research to identify additional training	July 2009
<b>Medium to High Resource Commitment</b>	Provide increased training and information related to multiculturalism, cross-cultural communication, diversity, settlement, etc.	Contingent on acquisition of additional funding	TBA

<b>Goal #6 Increase engagement of the whole community</b>			
<b>Level of Resource Required</b>	<b>Strategy / Activity</b>	<b>Implementation</b>	<b>Timeline / Completed By</b>
<b>Medium to High Resource Commitment</b>	Conduct a resident survey of perceptions and attitudes toward multiculturalism and diversity	Pending funding availability.	