



2017-2020
Strategic Plan



Volunteers of America®

SOUTHEAST LOUISIANA

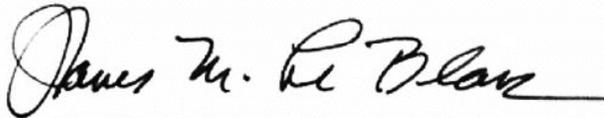
Helping America's most vulnerable®

Letter from the President/CEO

On behalf of our board, leadership team and employees, I am pleased to share Volunteers of America Southeast Louisiana's three-year strategic plan. This comprehensive and forward-thinking plan is the culmination and product of a one-year organization wide effort that actively engaged stakeholders, validated our mission and values, and analyzed the external and internal factors affecting our agency.

Facilitated by IBM consultants, the Strategic Planning Committee developed five guiding principles, each with goals and measurable objectives. The plan clearly demonstrates our commitment to securing our future and fulfilling our mission to help the most vulnerable people in southeast Louisiana.

Respectfully,

A handwritten signature in black ink that reads "James M. LeBlanc". The signature is written in a cursive, flowing style with a long horizontal line extending from the end.

James M. LeBlanc | President/CEO



2017 - 2020 Five Guiding Principles

social impact

Volunteers of America will deliver social impact through quality, focused and innovative services that meet the needs of the communities we serve.

1

culture of excellence

Establish, nurture and sustain a culture of excellence based on our mission, values and aspirations.

2

financial/organizational strength

Achieve financial sustainability of existing services to invest in innovation, save for a rainy day, and implement a competitive salary scale.

3

community engagement

Establish Volunteers of America's reputation as the charity that always steps forward when the task is most difficult to help the most vulnerable in the community.

4

innovation

Increase efficiency and effectiveness through technology.

5

social impact

- Goal 1 Strengthen our core infrastructure to adapt to the changing healthcare landscape.
- Goal 2 Continue to develop Renaissance Neighborhood Development Corporation as the premier workforce housing developer and property manager in the region.
- Goal 3 Identify new communities in need of our services. Also, identify service expansion opportunities in existing communities served, such as Houma.
- Goal 4 Develop new services to meet the needs of the senior population.

culture of excellence

- Goal 1 Become a premier employer of choice in the region.
- Goal 2 Restructure Quality Assurance and Outcome Management System.

financial/organizational strength

- Goal 1 Develop an improved process for the timely evaluation and implementation of initiatives.
- Goal 2 Evaluate the intellectual disability programs to maximize service delivery.
- Goal 3 Identify opportunities to partner with other affiliates to improve cost efficiencies.
- Goal 4 Investigate merger/acquisition of another social service organization.
- Goal 5 Secure a solid base of sustainable funding.
- Goal 6 Develop robust social enterprise efforts to provide additional funding to meet and enhance growing service needs.
- Goal 7 Evaluate the single room occupancy housing program model to determine opportunities for improvement.
- Goal 8 Maximize opportunities for our housing and service programs to be mutually supportive.

community engagement

- Goal 1 Instill a storytelling culture throughout the organization.
- Goal 2 Build and leverage the Volunteers of America brand to enhance the agency's standing in the community.
- Goal 3 Leverage volunteer opportunities as a means to engage individuals, organizations, businesses and corporations.

Innovation

- Goal 1 Develop a robust innovation program.
- Goal 2 Increase efficiency and effectiveness through technology.



Volunteers of America®

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Our Mission

Volunteers of America is a movement organized to reach and uplift all people and bring them to the knowledge and active service of God. Volunteers of America, illustrating the presence of God through all that we do, serves people and communities in need and creates opportunities for people to experience the joy of serving others. Volunteers of America measures its success in positive change in the lives of individuals and communities we serve.

Our Vision

Our vision for Volunteers of America Southeast Louisiana is to be the premier nonprofit human service provider in the quality of our programs and services, in stewardship of the resources entrusted to us, in creating new ways to serve people, in measuring our results, in managing change and planning for the future, and most of all, in living our mission of service to our community.

4152 Canal Street | New Orleans, LA 70119 | 504.482.2130 | www.voasela.org

