

Strategic Area	Goal Statement	Objectives
<p>Resource Management</p>	<p>Financial Viability and Fiscal Stewardship for the Elliott Community</p>	<ul style="list-style-type: none"> a. Have well-planned, operating and capital budgets with contingency plans (both short term and long term) b. Implement effective financial controls on an ongoing basis c. Include provisions for life-cycle maintenance (asset management) of Community facilities and equipment d. Improve the Elliott's bottom line through optimization of credit lines, debt management and increases in buying power via cooperative group purchasing arrangements e. Streamline organizational structure along with full application of cost-effective information technology systems f. Ensure an appropriate balance of service offerings g. Set and achieve appropriate occupancy levels / goals h. Maintain a realistically adequate reserve fund
<p>Quality of Resident Life</p>	<p>Quality of Care and Quality of Superior quality of life for Residents of the Community</p>	<ul style="list-style-type: none"> a. Ensure sufficient staffing levels to deliver proper scope and frequency of resident services b. Identify and respond to changing resident and residents' family needs using regular satisfaction surveys c. Offer comprehensive range of services to residents covering their day-to-day needs, personal care and convenience requirements d. Make available a full range of life enriching programs e. Develop and nurture resident attitude among staff, volunteers and cooperative students f. Maintain a clean, safe and secure physical environment

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<p>Market Focus</p>	<p>The Elliott Community as the Residence of Choice</p>	<ul style="list-style-type: none"> a. Provide residents a full range of lifestyle choices: independent retirement living, assisted living, “retirement plus” living, respite convalescent and long-term care. b. Create a strong home-like impression that endures over time of an attractive building complex and physical environment c. Nurture positive, resident-focused relations among staff and volunteers d. Ensure an active resident advocacy program e. Actively encourage a full lifestyle for residents f. Cultivate active ties to the community and community organizations g. Actively promote the presence of the Elliott as the community of choice in the community
<p>Performance</p>	<p>Proactive Regulatory Compliance and Maintenance of Accreditation</p>	<ul style="list-style-type: none"> a. Ensure on-going monitoring of service delivery reliability against established norms/standards b. Achieve above standard performance ratings on inspections, audits and complaints investigations c. Strive to continually improve performance on inspections, audits and complaints investigations d. Fully adhere to standards and accrediting norms established by legislation and industry governing bodies.

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<p>Development and Innovation</p>	<p>Elliott Community Growth, Development, and Innovation</p>	<ul style="list-style-type: none"> a. Develop and implement a comprehensive fundraising program b. Devise creative, innovative strategies targeting full occupancy for current and planned facilities with high utilization of services and programs c. Enhance and expand the resident referral network d. Increase visibility in the local community as a quality care provider e. Explore and implement new services or enhance existing ones f. Support continuous improvement efforts based on identification of best practices
<p>Team Member Work Environment</p>	<p>The Elliott Community as the Employer of Choice</p>	<ul style="list-style-type: none"> a. Establish and maintain a healthy, safe and secure work environment b. Foster positive employee relations with open, two-way communications c. Maintain competitive compensation to attract and retain a qualified staff d. Provide training and professional development opportunities for all employees e. Establish a high performance culture among employees f. Establish high standards for recruiting quality staff g. Ensure strong viable volunteer and co-op programs