



THE ELLIOTT COMMUNITY STRATEGIC PLAN 2022-24 - EXECUTIVE SUMMARY

Prepared by: Michelle Karker, CEO and Peter Barrow, Trustee

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Background

The Elliott Community (TEC) undertook a strategic planning process for 2022-24, throughout the summer and fall of 2021. The resulting plan was reviewed and discussed by the TEC Board of Trustees and approved in December 2021.

The plan is based on four key Strategic Directions. These are designed to enable TEC to be as flexible and innovative as possible to respond to the transformative times of the COVID and post-COVID periods, when the sands are constantly shifting and very little is certain. They are also designed to ensure that TEC continues to improve its high standards of care; to maintain and enhance its financial stability; to grow and widen its association with both The City of Guelph and other key community partners; and to be a major resource in the delivery of health care services in the post-retirement, assisted living and long - term care sectors.

Strategic Directions

1. Expand and strengthen Long-Term Care facilities

TEC will strive to increase its long-term care capacity over the next few years, in response to increased community demand for these services.

2. Be a sector leader in human resource management

The public health sector, like many others, is increasingly challenged by staff recruitment, retention and engagement factors that put first-class delivery of service at risk. As a human resource management leader, TEC will develop a strategy in response so that the highest possible standards of care can be maintained and improved.

3. Strengthen financial well-being and sustainability

To enhance and support legacy funding sources, the TEC will explore and implement other financial sustainability measures. These may include more comprehensive fund-raising and the introduction of potential revenue generating services to the community at large.

4. Widen our reach into the community

TEC will build new partnerships beyond its immediate sector with business and community organizations. These will help to strengthen community awareness of TEC's services and brand while ensuring that we contribute even more significantly to our community as a great place to live and work. Aligning with the City of Guelph Building our Future strategic pillar and the adoption and integration of any health system objectives from the Guelph Wellington Ontario Health Team TEC will continue to position itself as a leader in seniors care.

Conclusion

With this plan, TEC will be true to its Mission: "Quality choices in a caring and inclusive, home-like community; a tradition of promoting dignity and independence for those we serve and their families."