



NYSA Strategic Review 2019

Vision:

An environment that encourages and empowers youth in reaching their fullest potential.

Mission:

Develop and maintain a community that provides youth with meaningful connections and integrated opportunities for security, learning, development and independence.

Strategic Priorities:

1. Explore and develop alternative revenue generation options like fee-for-service opportunities, partnerships, staff facilitation (internally and externally), short term employment related workshops and other knowledge-based offerings.
2. Improve marketing and networking in the community. Look at options to reach more potential clients and improve online marketing to potential clients, funders and financial supporters.
3. Identify social enterprise opportunities that provide service to our clientele and/or the public at large as well as generate revenue to assist in NYSA operations, i.e. café, daycare, landscaping, construction.
4. Identify opportunities in affordable housing by exploring partnerships with BC Housing, MCFD, Corrections, Parole Board, Nanaimo Association for Community Living, Tillicum Lelum and/or Nanaimo Aboriginal Centre.
5. Provide staff development opportunities so that we can do more training in-house as well as to provide additional support to clients (i.e. driver training, CBT, suicide intervention, life skills enhancement, etc.)

Approved by the Board of Directors on January 28, 2019