

2024/25

STRATEGIC PLAN



ALIGN
Association of
Community Services

PREPARED BY

Krista Brower Consulting

2024
2025








Strategic Plan

ALIGN Association is committed to fostering the well-being of children, families, and communities in Alberta. This 18-month strategic plan builds upon the existing 2022-2027 plan, recognizing the need for a shorter-term and more specific focus. The organization acknowledges environmental contexts that necessitate clarifying the strategic vision of ALIGN; including the imminent retirement of the long-term Executive Director (ED) and the impact of government cycles on its operations.

In January 2024, ALIGN strategically realigned its vision and objectives, emphasizing a dynamic approach to adaptability. The Board of Directors identified long-term, flexible strategic focuses, allowing periodic refreshes to accommodate emerging trends. These focuses guide operations through updated strategic objectives, ensuring alignment with ALIGN's mission and values. This responsive framework not only facilitates operational direction but also reinforces the organization's commitment to ethical conduct and social responsibility. By intertwining strategic goals with its core principles, ALIGN remains agile, positioning itself as a leader in innovation and sustainability.

At a Glance: Strategic Focus

Be a Collective Voice for Members	Develop System Leadership & Partnerships	Support Excellence in Service Delivery	Enhance Child, Youth & Family Wellbeing	Enhance Organizational Sustainability
				

In this plan, ALIGN identified five focus areas serving as the cornerstone for our strategic initiatives as an organization in alignment with the 2022-27 strategic plan. This plan delineates a roadmap, detailing specific objectives tailored to each focus area, ensuring ALIGN's trajectory aligns with our overarching vision and mission, propelling us toward sustained success and innovation.



Mission

One voice, so children, families and communities thrive.

ALIGN operates with a clear mission and a set of values that guide its decision-making processes. Rooted in the belief of 'One voice, so children, families, and communities thrive,' ALIGN holds values such as Excellence, Respect and Kindness, Collective Voice in Action, and Ethical Accountability, among others. ALIGN integrates its mission and values into its operational framework, utilizing them as a robust structure for decision-making and collaboration.

ALIGN's mission and values serve as the foundation of the strategic plan, providing clear guideposts for the organization's objectives. These principles not only shape our organizational culture but act as a compass directing our efforts.



Values

Excellence

Equity, Diversity & Inclusion

Ethical Accountability

Integrity

Courage

Respect & Kindness

Commitment

Collective Voice in Action

Aligned with these values are fundamental beliefs, including the recognition of children and families as experts in their own lives, the collective responsibility to advocate for the vulnerable, and the importance of fostering a skilled and effective workforce. The organization is committed to upholding equity, diversity, and inclusion, addressing systemic and institutional racism, and supporting Truth and Reconciliation. With these principles as a foundation, ALIGN aims to serve as a community hub, advocate collectively for rights and causes, promote excellence in service delivery through shared knowledge, and actively influence government initiatives for the benefit of Alberta's children, youth, individuals, and families.

ALIGN's commitment to these foundational elements ensures that as we navigate our strategic journey, we do so with a focus on creating positive and lasting impacts on the well-being of children, families, and communities in Alberta.



Strategic Focus Areas

Be a Collective Voice for Members



The strategic direction of Be a Collective Voice for Members underscores our commitment to unity, collaboration, and advocacy within our organization. In this context, being a collective voice implies that we prioritize amplifying the perspectives, concerns, and aspirations of our members, ensuring that their voices resonate. This strategic approach aims to foster a sense of community and inclusivity, recognizing the strength that lies in shared values and common goals. Serving as a unified entity, we can effectively advocate for the interests of our members.

Through increased member engagement initiatives, such as regular information gathering, we actively seek their input, ensuring that their perspectives shape our strategies and advocacy efforts. As a unified force, ALIGN actively champions topics of interest benefiting our members by participating proactively in government consultations. This strategic approach leverages our collective expertise to influence policies and decisions, amplifying the concerns and priorities of our diverse membership.

18 Month Priority Objective: Develop and implement a communication plan to strengthen and amplify our role as a collective voice for members, ensuring clear and consistent messaging, fostering engagement, and enhancing the organization's visibility and influence within relevant stakeholder communities.

Other Objectives:

- Strengthen ALIGN's collective voice by increasing member engagement through regular information gathering.
- Broaden membership representation by expanding ALIGN's membership base to include a broader spectrum of organizations, ensuring representation across diverse sectors
- Champion topics of interests benefiting members by actively participating in government consultations

Develop System Leadership & Partnerships

The strategic direction of Develop System Leadership & Partnerships, is a pivotal aspect of our organizational vision. At the heart of this direction lies a compelling objective: to forge strategic partnerships with government entities, thereby positioning our organization as a trailblazer in system development. This strategic approach is designed to drive collaborative initiatives aimed at influencing policies, fostering impactful solutions, and ultimately, enhancing our organizational influence. By proactively engaging with government stakeholders, we seek to contribute to the development of robust systems and frameworks that address critical challenges.



This strategic direction underscores our commitment to playing a leadership role in shaping and influencing the broader landscape, as we work hand-in-hand with key partners to create lasting, positive change. It also included engaging with other partners and members. By cultivating a dynamic and supportive environment for professional growth, we aim to empower our leaders with the diverse skills and knowledge necessary to navigate the complexities of the child, youth, and family services landscape.

18 Month Priority Objective: Forge strategic partnerships with government, positioning our organization as a leader in system development. Drive collaborative initiatives for policy influence, fostering impactful solutions and strengthening our organizational influence.



Other Objectives:

- Foster inter-professional collaboration by forging partnerships with allied bodies that enhance ALIGN's ability to address the wellness needs of children, youth, and families
- Strengthen leadership capacity by implementing a variety of initiatives such as establishing and sustaining communities of practice to facilitate knowledge-sharing, fostering mentorship programs, and providing targeted training opportunities
- Actively seek, respect, and amplify the voices and perspectives of Indigenous partners and community members in our role as system leaders, advocates and allies

Support Excellence in Service Delivery



The strategic direction of Support Excellence in Service Delivery, demonstrates our commitment to supporting members to provide exceptional service to Alberta’s children, youth and families. ALIGN not only champions excellence but actively supports it by providing access to vital resources and leveraging the collective expertise across our network. Through collaborative efforts, shared knowledge, and a commitment to continuous improvement, we empower our members to excel in their service delivery.

One of ALIGN's fundamental roles in enhancing excellence in service delivery is to amplify the voice of and actively support initiatives undertaken with a commitment to embedding the Indigenous lens in all operations. Join us on this transformative journey as we collectively raise the bar for excellence, ensuring that our network stands as a beacon of quality and innovation in service provision.

18 Month Priority Objective: Embrace and implement an Indigenous Lens framework across all activities. Integrate Indigenous perspectives into organizational practices, programs, and policies, fostering inclusivity and strengthening ALIGN's ability to provide culturally sensitive and effective services.



Other Objectives:

- Facilitate and support the creation and maintenance of communities of practice within ALIGN, ensuring active participation from members, to foster collaborative knowledge-sharing, best practices, and peer support.
- Develop a systematic approach to identify, document, and share success stories from ALIGN members, recognizing and promoting excellence in service delivery.
- Implement a storytelling initiative that emphasizes strength-based narratives, sharing stories across various communication channels, promoting the resilience and positive impact of ALIGN's services.
- Support a centralized resource hub for members to access tools templates and best practices.

Enhance Child, Youth and Family Wellbeing in Alberta

The strategic direction aimed at Enhancing Child, Youth, and Family Wellbeing in Alberta underscores our commitment to fostering a thriving and supportive environment for the most vital elements of our community. With a dedicated emphasis on the wellbeing of children, youth, and families, we strive to implement strategic initiatives that address their unique needs and aspirations. Through collaborative efforts, innovative programs, and a holistic approach, we are dedicated to creating a lasting impact that uplifts the wellbeing of children and their families across Alberta.



This strategic direction includes the completion of projects focused on wellbeing, specifically designed and provided in support of our members. It also focused on equipping members with the necessary tools and knowledge to enhance their capabilities, ensuring they can delivery high-quality services that positively impact the wellbeing of the communities they serve. As well as advocating for the latest trends and excellence in practice, we aim to shape a supportive environment that prioritizes the wellbeing of children, youth, and families across Alberta.

18 Month Priority Objective: Successfully conclude three major grant projects in OH&S, Wellbeing, and Indigenous Cultural Understanding Framework (ICUF). Achieve project milestones, meet grant objectives, and leverage insights gained to enhance overall service excellence of members.



Other Objectives:

- Proactively engage with and educate key decision-makers on trends and excellence in practice, leveraging our expertise to influence policy development and implementation.
- Extend commitment to member support by expanding procurement training and support for members.
- Develop comprehensive outcome measures of success to assess the effectiveness of our initiatives. Additionally, actively share success stories to inspire collaboration, celebrate achievements, and foster a culture of continuous improvement within our network.

Enhance Organizational Sustainability



Enhancing Organizational Sustainability is a key pillar in our commitment to long-term success and impact. This strategic direction reflects our dedication to building a robust and resilient foundation for our organization. In recognizing the dynamic challenges of the present and future, we aim to implement initiatives that strengthen our capacity, both financially and operationally. Our approach involves strategic planning, resource optimization, and a forward-thinking mindset, all geared towards ensuring the enduring sustainability of our organization.

This strategic direction goes beyond fortifying our foundations; it encompasses initiatives aimed at setting the organization up for success while sustaining operations that, in turn, support our other strategic directions. Key components include proactive leadership succession planning to ensure continuity, effective communication strategies to amplify our message and engage stakeholders, and a meticulous focus on optimizing finances for sustained growth. Through these initiatives, we aim to fortify our organizational resilience, ensuring that we not only endure challenges but thrive, making lasting contributions in alignment with our broader strategic goals.

18 Month Priority Objective: Develop a leadership transition strategy that identifies successors, outlines succession planning processes, and ensures a smooth handover, thereby fortifying ALIGN's long-term stability and resilience.



Other Objectives:

- Optimize ALIGN’s board governance efficiency and effectiveness by implementing measures such as identifying key competencies required for the board and establishing a robust succession plan for employees of the board
- Undertake a thorough evaluation or opportunities to enhance fiscal efficiencies within ALIGN
- Develop and implement a communication strategy that articulates ALIGN’s unique value.



Impact

In our strategic plan, we recognize that impact is the true measure of our success and the driving force behind our commitment to positive change. Understanding the importance of accountability and transparency, we will establish mechanisms to measure and assess our impact across all strategic directions. By defining clear metrics and outcome measures, we aim to track the tangible difference our initiatives make in the lives of the individuals and communities we serve. Impact measurement is not merely an evaluation tool; it is a compass guiding us toward achieving our strategic objectives. As we navigate our strategic directions, the ability to assess our impact becomes important in refining and adapting our approaches, ensuring that our efforts align with the evolving needs of our stakeholders. Recognizing the transformative potential of our work, our dedication to impact measurement underscores our commitment to fostering lasting positive change and realizing the overarching success of our organization.



Contact Us

For further information, please reach out to us at info@alignab.ca

ALIGN Association of Community Services

Suite 255, Bonnie-Doon Shopping Centre

8330-82nd Ave Edmonton, AB T6C 4E3780-428-3660

www.alignab.ca

