

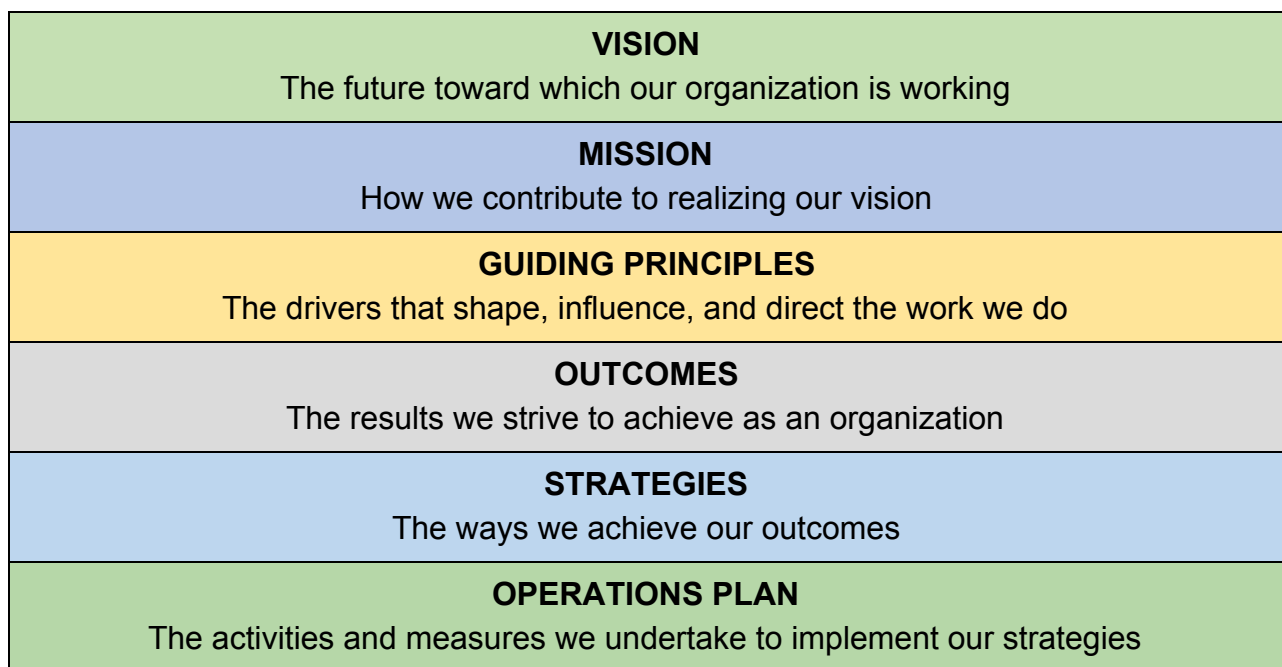
EDMONTON SOCIAL PLANNING COUNCIL

STRATEGIC FRAMEWORK (2016)

The purpose of the Strategic Framework is to:

- Communicate what kind of organization we are, what we do, and why we do it
- Guide the decisions of our board and staff
- Inform our operational plan

The diagram below sets out the purpose of each section and how each of the different components of the plan relate to each other.



Review schedule

The strategies should be evaluated annually in conjunction with the annual operations plan so as to promote continuous improvement in achieving our strategic aims.

The Strategic Framework as a whole should be revisited every 5 years.

**EDMONTON SOCIAL PLANNING COUNCIL
STRATEGIC FRAMEWORK (2016)**

OUR VISION

A community in which all people are full and valued participants.

OUR MISSION

Through rigorous research, detailed analysis, and community engagement, we deepen community understanding of social planning issues, influence policy, and spark collaborative actions that lead to positive social change.

OUR GUIDING PRINCIPLES

Social Equality and Inclusion

We are dedicated to helping our community become more inclusive and equitable.

Independent Voice

We are an independent and nonpartisan organization that does not speak for or represent the views of other organizations, governments, or political parties.

Actionable Research

We do relevant and timely research that helps others identify and implement solutions to social planning issues.

Social Awareness

We value accessible information that helps a wide range of audiences understand community challenges and opportunities.

Strategic Collaboration

We collaborate with diverse partners to achieve shared goals without duplicating the work of others.

Community Capacity

We build knowledge and skills in our community by openly sharing our learning, experience, and expertise with others.

THE OUTCOMES WE SEEK TO ACHIEVE

INFORMED COMMUNITY

A community that is knowledgeable about social planning issues, challenges, and potential actions to improve the lives of all

ENGAGED COMMUNITY

A community that works together to determine priorities and to organize efforts to achieve common goals

CHANGED COMMUNITY

A community that advocates for and benefits from positive social change

STRATEGIES WE USE TO ACHIEVE OUR OUTCOMES

Conduct, aggregate, and disseminate research to help our community understand current issues, government policies, and systems, and identify potential courses of action.

Achieve shared goals and make best use of resources by leading and participating in collaborative partnerships focused on producing positive, sustainable change.

Work with decision-makers and influencers by sharing our comprehensive, evidence-based research in a timely manner so they are able to make informed decisions.

Share our expertise to help individuals, organizations, governments, and community groups better achieve their goals.

Act as the community's go-to organization for relevant and quality research on social planning issues.

Engage in and contribute our research and perspectives to public conversations.