



The Preston Heights Community Group **STRATEGIC ACTION PLAN**

The Preston Heights Community Group is a not-for-profit organization that supports positive development in the Preston Heights neighbourhood of Cambridge, Ontario. Through partnerships and citizen involvement, we provide programs and services to families, children, teens, and adults.

Preston Heights Community Group wants to support positive development in our community.



We want to form equitable and beneficial partnerships

To do this, we need to engage and convene residents.

We will:

- **Hold inclusive events** that are about bringing residents together
- **Provide opportunities to engage** in community interest/volunteer-driven activities
- **Develop intentional relationships** with program participants or guardians
- Use social media, door-knocking, and neighborhood “pride swag” to **connect residents to their neighborhood** and or their center

We want to connect the local community

To do this, we need to broadly ask and assess resident perspectives

We will:

- **Maintain standard neighborhood trend questions** in all evaluations and registrations
- Have and document **1-1 resident chats**
- Use social media and door hangers to **engage residents in surveys**
- **Liaise** with school councils
- **Convene neighborhood focus groups** to identify and learn issues, needs, and perspectives

We want to strengthen our community group

To do this, we need to support residents to address neighbourhood issues and set goals

We will:

- **Provide guidance, support and facilitation** to internal resident/volunteer committees
- **Provide facilitation** to groups of residents addressing common goals
- **Provide supports** (connections to systems, meeting space, resources, etc.) to assist residents in accomplishing their goals
- **Engage and empower volunteers** to participate in community development



Tracking our Progress

We have many goals lined up for the next 5 years, and have put together our steps to reach them. See what we have accomplished and what we have left to do in the table below.

Completed Goals	
GOAL Obtaining a permanent space	ASSOCIATED TASKS <ul style="list-style-type: none">• Space Plan• Space Agreement• Space in Place
MEASURE OF SUCCESS The new space is secured by 2022	
Ongoing Goals	
GOAL Rebuild community trust and impact post pandemic	ASSOCIATED TASKS <ul style="list-style-type: none">• The Community Based Survey will increase awareness amongst our community members and the CNO website relaunch will also help with this• Getting back to the community and engaging with them through conversations• Host big events as the pandemic restrictions are lifted (including Neighbourhood Day)• Increase in social media followers will help our community members be engaged and know about our programs and events• Connecting with the schools in the catchment area to increase partnership efforts
MEASURE OF SUCCESS Engagement from our community members with PHCG, through one-on-one conversations, increases in program participation and youth development opportunities	
GOAL Increase organization visibility via social media presence	ASSOCIATED TASKS <ul style="list-style-type: none">• Placement students and engagement team plan and organize the posting calendar• Setting up posting schedule• Researching what other organizations have going on (reaching out to the organizations to ask permission; tagging the organizations on the posts)• Staying up to date with events and celebrations (including cultural and religious days/events)
MEASURE OF SUCCESS Maintain a presence and consistent scheduling for social media posts - 5-10 posts per week are posted; posts to include information about PHCG and what other organizations are offering, fun engagement posts (giveaway posts)	
Current Goals In Progress	
GOAL Increase in collaboration efforts with other agencies and businesses	ASSOCIATED TASKS <ul style="list-style-type: none">• Partnership with schools to host back to school programs/events• Partnership with SNA/GCCC to host Halloween event• Partnership with local community partners to attend the Neighbourhood Night Event
MEASURE OF SUCCESS At least one program/event per year is created with the intention of collaborating with other agencies	
GOAL Offering targeted and specialized programming and opportunities within Preston Heights Community Group for Teen Youth ages 13-17	ASSOCIATED TASKS <ul style="list-style-type: none">• Getting feedback from the community members, schools, trends, our own research, and informal conversations to identify which programs should be created
MEASURE OF SUCCESS One new specilized program for youth per year	

Short-Term Goals (1-2 yrs)

GOAL

Assess the awareness/needs/wants of the community members in the catchment area

MEASURE OF SUCCESS

The data is collected and presented to partners/ council/city/funders

ASSOCIATED TASKS

- Survey questions are formed and finalized
- Sample size is selected from the residential addresses
- Method of distribution is identified
- Finding out the resources needed to distribute the survey in person (i.e. staff to be hired etc.)
- Finalize the promotional materials or an information package to be handed out with the survey as a thank you
- Coordinate the volunteers/staff members to distribute the survey in the corresponding dwellings based on the sample size number and locations
- Provide training to the volunteer/staff members on how to approach door to door method
- Collected data is analyzed and visualized

GOAL

Increase resident's awareness about PHCG through effective marketing strategies

MEASURE OF SUCCESS

A 10% increase in social media followers and resident's participation with programs and events

ASSOCIATED TASKS

- "We Belong" Campaign

GOAL

Create sustained relationships and development opportunities for the youth within the community

MEASURE OF SUCCESS

10% of the youth who attend the program return to our future programs

ASSOCIATED TASKS

- Reaching out to families through past contact lists (emailing, calling) to hear what they feel their child needs in the programs and adapt our programs accordingly

GOAL

Increase the level of volunteer engagement and overall engagement with an expanded demographic base

MEASURE OF SUCCESS

10% increase in volunteer engagement amongst youth by 2023

ASSOCIATED TASKS

- Reconnecting with the schools in the catchment area
- Social Media efforts - identifying which social media platform appeals to youth
- Provide meaningful volunteer opportunities to youth by increasing awareness about PHCG amongst youth (who we are, and what opportunities we have for them and the pathways we provide i.e. moving from volunteer to staff role)

Mid-Term Goals (3-5 yrs)

GOAL

Increase the level of engagement with youth and adults through volunteering

MEASURE OF SUCCESS

Have at least 2 volunteers per year to help with the current programs

ASSOCIATED TASKS

- Informal conversations are made through community outings
- Staff members are dedicated to connecting with at least one new community member per outing

Long-Term Goals (5+ yrs)

GOAL

Obtaining multi-year sustained funding sources

MEASURE OF SUCCESS

Raise awareness of Preston Heights Community Group to funding partners

ASSOCIATED TASKS

- Plan and implement a yearly fundraising event



There's room for everyone in our community to work on these goals!

Connect with Justin West, Executive Director at Preston Heights Community Group to find out more: Call **226-988-6016** or Email: justinw@prestonheights.ca