

## Strategic Goals and Objectives | January 1, 2025 – December 31, 2027

**Vision:** LADD serves more people with excellence reaching communities and geographic regions that are currently underserved.

**Mission:** LADD is guided by the belief that all people have ability and value; we empower adults with developmental disabilities to live, work, and connect.



### GOAL 1

#### Smart Growth

Objective 1: Meet fundraising goals for the 50<sup>th</sup> anniversary celebration.

Objective 2: Complete the ARPA Project and VP Renovations, yielding 50 additional housing units for people with developmental disabilities.

Objective 3: Deepen strategic community partnerships and affiliations.

Objective 4: Make Smart Living Systems profitable and ensure a price point that middle class families can afford.

Objective 5: The operational margin for programs will meet or exceed 2%.

### GOAL 2

#### Consistent and Exceptional Support

Objective 1: Employ exceptional staff whose training meets and exceeds mandated requirements.

Objective 2: Make data-driven decisions and develop a data-driven quarterly scorecard.

Objective 3: Ensure we are fully staffed and equipped to provide uninterrupted service in the case of turnover.

Objective 4: Develop and deliver on a service guarantee.

### GOAL 3

#### Champion “The LADD Way”

Objective 1: Ensure policies and procedures are compliant, accessible, and consistent with “The LADD Way”

Objective 2: Design and implement a leadership development and mentorship program.

Objective 3: Create and implement a feedback system to ensure leadership is responding to frontline needs.

### GOAL 4

#### Enhance Visibility

Objective 1: Implement a strategic marketing plan that builds LADD’s brand among stakeholders. Ensure that the plan takes advantage of our 50th Anniversary to tell LADD’s story.

Objective 2: Identify and develop strategic partnerships in the community that can support our mission with resources and volunteers.

Objective 3: Develop a robust and inspired three-year strategic plan for the OTR International Film Festival.

Objective 4: LADD will be recognized as a leader in technology, housing and community integration within our field.