

**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	GOAL 2	GOAL 3	GOAL 4
Smart Growth	Consistent and Exceptional Support	Champion “The LADD Way”	Enhance Visibility
<p>Objective 1: Meet fundraising goals for the 50<sup>th</sup> anniversary celebration.</p> <p>Objective 2: Complete the ARPA Project and VP Renovations, yielding 50 additional housing units for people with developmental disabilities. Ensure a sustainable maintenance plan for all properties.</p> <p>Objective 3: Deepen strategic community partnerships and affiliations.</p> <p>Objective 4: Make Smart Living Systems profitable and ensure a price point that middle class families can afford.</p> <p>Objective 5: The operational margin for programs will meet or exceed 2%.</p>	<p>Objective 1: Employ exceptional staff whose training meets and exceeds mandated requirements.</p> <p>Objective 2: Make data-driven decisions and develop a data-driven quarterly scorecard.</p> <p>Objective 3: Ensure we are fully staffed and equipped to provide uninterrupted service in the case of turnover.</p> <p>Objective 4: Develop and deliver on a service guarantee.</p>	<p>Objective 1: Ensure policies and procedures are compliant, accessible, and consistent with “The LADD Way”</p> <p>Objective 2: Design and implement a leadership development and mentorship program.</p> <p>Objective 3: Create and implement a feedback system to ensure leadership is responding to frontline needs.</p>	<p>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.</p> <p>Objective 2: Identify and develop strategic partnerships in the community that can support our mission with resources and volunteers.</p> <p>Objective 3: Develop a robust and inspired three-year strategic plan for the OTR International Film Festival</p> <p>Objective 4: LADD will be recognized as a leader in technology, housing aging, and community integration within our field.</p>