



**Women's Enterprise
Skills Training
of Windsor Inc.**

STRATEGIC PLAN SUMMARY REPORT 2021-2023

Women's Enterprise Skills Training Inc. of Windsor Inc. has dedicated tremendous time and resources to study the needs of our community and organization to take us into the future.

The WEST team has participated in Employee Engagement Surveys, Blue Sky Thinking Exercises, Town Halls, and Feedback Sessions with our Executive Director.

Clients & Community Members contributed to Strategic Planning Surveys, Focus and Discussion Groups, Gender Equality Sessions, and Programmatic Surveys.

This is our plan for the next two years...



Women's Enterprise Skills Training of Windsor Inc.

Our Mission

Women's Enterprise Skills Training of Windsor Inc. (WEST) exists to provide training for severely employment disadvantaged visible minority women in order to improve their employability in the workforce and/or further their education.

Our Vision

Leaders in positioning women for success.

Our Values Statement

Together at Women's Enterprise Skills Training of Windsor Inc.: We strive to create an environment of **Accountability & Professionalism** of the highest standard. We are dedicated to serve the needs of the community with **Compassion & Empathy**. We passionately aim to foster, promote and advocate for **Inclusivity & Diversity** of all women. We are committed to treat everyone with **Dignity & Respect**.

STRATEGIC PLAN 2021-2023

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Our Strategic Areas of Focus:



**Settlement &
Support for
Newcomers**



**Equality & Inclusion
Programs for Women,
Minorities, and
Marginalized Voices**



**Employment and
Training Programs for
Today's Workforce**



**Organizational
Capacity, Governance,
Capital**

*A dream written down with a date becomes a **GOAL**.*

*A goal broken down into steps becomes a **PLAN**.*

*A plan backed by **ACTION** makes those dreams come true.*



I. Settlement & Support for Newcomers

- Expand outreach and access
- Ensure programming meets ongoing and emerging needs of diverse clients
- Monitor gaps and trends in Clients and community
- Increase capacity of childminding/daycare
- Partner with community agencies and volunteers
- Improve digitization streamlining access to information

II. Equality & Inclusion for Women, Youth, Racialized & Marginalized Voices

- Build innovative programs and opportunities
- Advocate for community inclusion
- Expand programs that promote our next generation of leaders
- Host community conversations that highlight the inspirational experiences of those we serve
- Create knowledge-base of reference and research materials to leverage in programs and proposals (i.e. Anti-Black Racism, Gender Equality, Immigration trends, etc.)
- Partner with legal and advocacy agencies to support Anti-Black Racism and those facing discrimination in the community.

III. Employment & Training for Today's Workforce

- Connect Clients with Employment and Training
- Expand employment-based programs additional exposure in new areas.
- Expand Computer-based Class training to support emerging trends in the labour market.
- Develop virtual tools to match and connect Employers with Job Seekers through WEST-facilitated platform.
- Build digital Client and Partner Management System

IV. Organizational Capacity, Governance, Capital

Capacity

- Support initiatives that respond to the needs of the WEST Community
- Prepare support and legacy for the future
- Develop systems to support sustainability and growth; staffing, organizational, financial, etc.
- Seek funding opportunities to sustain and build organizational capacity
- Develop global brand guidelines
- Respond to global pandemics and other emergencies
- Develop a formal Volunteer Program

Governance

- Maintain governance structure
- Ensure Board membership reflects clients served by organization
- Assess, Develop governance policies and procedures
- Ensure bylaws are followed and relevant
- Provide training and development for Board members
- Convene committees as needed

Capital

- Compare space available to programming needs
- Evaluate opportunities for additional space
- Investigate opportunities for building purchase or sustainability
- Develop a plan for a capital campaign