



Sensivity

Deafblind and Sensory

Support Network of Canada

Strategic Plan

2018 – 2021

Executive Summary

Background Information

Sensity is a registered charity and has provided services across the province to members of the deafblind community for over 25 years. Sensity is recognized within Canada and around the world as a leader in the provision of Intervenor Services.

The organization was originally incorporated as the Canadian Deafblind and Rubella Association (Ontario Chapter) Inc. At the time of incorporation, Rubella was the leading cause of congenital deafblindness. However, due to the success of Rubella immunization programs, the incidence of Rubella as a cause of deafblindness has decreased significantly. Therefore, Rubella was removed from our name to be more inclusive, recognizing the wide variety of people in need of intervenor services.

Sensity provides intervenor services to a wide spectrum of people who are deafblind including: children, families and adults of any age. In addition we have partnered with many community agencies to provide training, consultation and support to anyone supporting people who are deafblind.

The Sensity board of directors is a policy board and provides governance to the organization. The Chief Executive Officer and the leadership team are responsible for organizational oversight and the day to day operations of Sensity.

Paula MacLean, CEO of MacLean Management Consulting Services Ltd. was engaged as the facilitator throughout the process.

Stakeholder Participation

A broad spectrum of stakeholders were invited to participate in the process and provide their feedback. This information was gleaned in a variety of formats including online surveys, focus groups and a board and leadership team planning session.

Surveys	Number of participants
Families of Adults	20
Families of children	4
Employee Survey	143
External Stakeholder	8

Five focus groups were conducted using participants from a variety of geographic and demographic criteria.

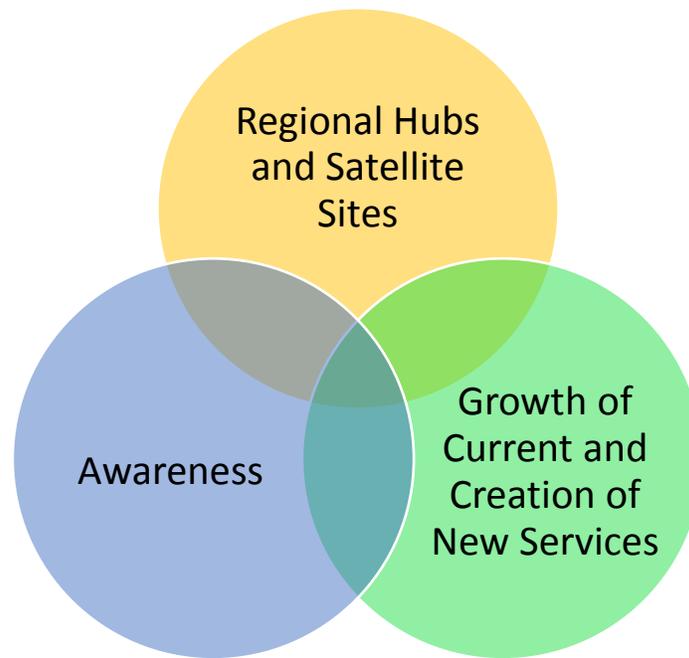
Focus Group	Number of Participants
Consumers	6
Intervenors	26
Intervenor Services Coordinators	12
Mangers and Administration	12
Board of Directors and leadership team	12

The total number of stakeholders that participated in the online surveys and focus groups was 244.

Major Strategic Themes

- Enhance services to existing people in our services and families.
- New services and new people
- Regional Hubs
- Workforce
- Managed Growth
- Succession planning and leader development
- Resources
- Awareness
- Communication

2018 - 2021 Strategic Goals



Regional Hubs and Satellite Sites

- There was general consensus that this a priority and that there is a need for Sensity to develop a regional structure.
- Regional would be more cost effective and efficient.
- A physical location in a regional structure will increase awareness.
- Allow for the expansion of services in different locations

Awareness

- Need to increase the awareness of deafblindness and Intervenor Services.
- Marketing and Rebranding of CDBA ON
- Increase the knowledge of physicians, and other specialists
- Increased communication with all stakeholders
- Promote intervenor services as professional career
- Language we use

Growth of Current and the Creation of New Services

- New people who are interested in our family home and residential programs.
- Supports to all people who are deafblind regardless of their age of onset
- Life span services including children, transition and seniors
- Increased services to children
- Camp
- Consultation and training services to families
- Francophone services
- Formal education for Intervenors

Implementation of the Strategic Plan

As a supplementary document to the strategic plan, the CEO, leadership team and other employees will develop an operational plan for each of the next three years. The operational plans will be reviewed and approved by the Board of Directors. The operational plan will be reviewed and evaluated on a quarterly basis the CEO and reviewed annually by the Board of Directors.

In addition to the goals outlined in the strategic plan, the board and employees will go through an additional process to revisit the mission, vision and core values of Sensity.