

STRATEGIC PLAN

JULY 2018 – JUNE 2022

Our Mission (WHY WE EXIST)

We work to increase the literacy and learning skills of children and families, youth, adults and seniors to improve their quality of life at home, at work and in the community.

Our Vision (WHAT WE ARE ULTIMATELY TRYING TO ACHIEVE)

A British Columbia where everyone has the literacy skills they need.

Primary Offerings (WHAT WE PROVIDE TO MEET OUR CLIENT'S NEEDS)

- Strategy and Policy
- Provincial Literacy Network Support
- Professional Development
- Clear Language and Design
- Measurement and Evaluation
- Funds Acquisition and Management

Our Primary Beneficiaries (WHO WE SERVE)

- Literacy Outreach Coordinators
- Literacy Task Groups
- Literacy Practitioners
- Provincial Government
- Federal Government
- Private Funders and Donors

Strategic Goals (WHERE WE MUST FOCUS OUR EFFORTS)

- 1. Ensure Decoda's financial and organizational sustainability.**
Strengthen internal capacity across the organization, set clear priorities to guide future growth and establish a sustainable funding base.
- 2. Demonstrate excellence in leading and advancing the literacy field in BC.**
Strengthen the ability to collect data and report on key impacts, trends and challenges across the province.
- 3. Ensure Decoda is known as the 'go to' organization for literacy in BC.**
Celebrate impacts and clearly articulate the role that Decoda programs and services play in strengthening communities and supporting practitioners across the province.

Distinctive Excellence (OUR DIFFERENCE)

A direct link to communities:

We serve as the central link to literacy providers in communities across BC. We distribute information, resources and support widely and readily, as well as stay informed of challenges and opportunities across the province.

A strong, reliable and accommodating partner:

We take the time to build trust and develop strong working relationships with community partners, government agencies and other key stakeholders.

Responsive and adaptive to community needs:

We are nimble, flexible and responsive to creating new programs and services as opportunities arise.

Sound financial management and transparency:

Through careful prioritization of resource allocation, we continue to strengthen the organization's fiscal stability.

Core Values (WHAT WE STAND FOR)

Courage: Moving literacy forward with determination and resilience; developing innovative solutions and approaches; and taking action and risks to address complex situations

Accountability: Demonstrating outcomes based on key measures; demonstrating responsibilities to ourselves, our clients and our stakeholders; focusing on superior quality and excellence in all of our work

Optimism: Believing in the potential of people to succeed in their lives; taking a strengths-based approach to our relationships and work; focusing on getting results and providing relevant workable solutions

Collaboration: Recognizing the diversity of our clients, stakeholders and audiences; demonstrating responsiveness to our clients and their unique needs and circumstances; engaging in the process of creating solutions together