

Autism Society, Newfoundland Labrador  
June 22, 2017

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# Strategic Plan

## 2018-2020

**Autism Society**  
Newfoundland & Labrador  
nurturing potential



## Introduction

Autism Society, Newfoundland Labrador (ASNL), regularly engages in a strategic planning process. The purpose is to step back, evaluate the organization's path, and ensure services, supports and programs provided in any of the four regions are aligned with and meet the needs of pre-schoolers, children/youth and adults with Autism Spectrum Disorder (ASD); and their parents, families, caregivers and other stakeholders comprising the ASD community.

*At its core, strategic planning identifies where the organization wants to be and how it is going to get there.* The planning process examines the strengths and weaknesses (threats) of the organization, its external environment, the challenges facing those affected by ASD, and how these affect the future of the organization. Strategic planning influences the services we provide and how we provide them, our organizational structure, our roles, our performance goals, and our financial priorities.

## History of Autism Society NL

ASNL had its beginnings 34 years ago, in 1982. Very little was known about autism at that time; programs and services were not available to help persons with autism. ASNL was incorporated in 1987. More was learned about ASD during the years since; effective interventions were developed during the 1990's, and research continues today.

The Elaine Dobbin Centre for Autism officially opened on June 8, 2006, in St. John's, providing much needed support to individuals with autism and their families in St. John's Metro area. The provincial headquarters of ASNL is housed at the Elaine Dobbin Centre, in Shamrock Farm. Three regional offices operate in the province (Eastern, South Central, Western), in Clarenville, Grand Falls-Windsor, and Corner Brook.

Since its establishment, ASNL has remained focused on two primary approaches to supporting those affected by ASD:

1. Delivering '**quality services**' that are defined and supported chiefly by those affected by ASD
2. Enhancing awareness about ASD challenges, systemic barriers, and the need for more inclusive practices throughout the community through '**outreach/advocacy**'.

## Organizational Ends

ASNL's master end is to see "all those affected by ASD living a healthy and happy life, to their full potential." Five prioritized strategic ambitions for ASNL flow from this master end:

*All those affected by ASD are:*

- 1. accepted within their communities*
- 2. aware of and have the ability to access effective services and supports*
- 3. able to obtain the necessary skills and abilities to achieve success in their everyday lives*
- 4. effectively supported and assisted by community stakeholders*
- 5. provided services and supports by an organization that continues to be sustainable*

## About Us: Our Vision, Mission and Values

### 1. Vision

A province where people with Autism Spectrum Disorder (ASD) and their families are valued and respected, and where they receive services and supports based on their individualized differences, needs and preferences.

### 2. Mission

The Autism Society, Newfoundland Labrador, is a charitable organization dedicated to promoting the development of individual, lifelong, and community-based supports and services for persons with ASD, their families and caregivers.

### 3. Values

ASNL conducts all its activities in accordance with these values:

- **Accountability:** We listen to our clients/members and are responsive to their needs.
- **Acceptance:** We accept individual differences, opinions and needs.
- **Compassion:** We treat each other and those we serve truthfully, fairly and with care and empathy.
- **Collaboration and Teamwork:** We support each other through consultation, partnership and teamwork with clients/members, co-workers, government and stakeholders.
- **Respect:** We treat clients/members and co-workers in a courteous and considerate manner. We will listen to and consider differing views and opinions and operate within the principles of a respectful workplace.

**Strategic Priority 1: All those affected by ASD are accepted within their communities**

**Goal #1:** By the end of Fiscal 2020, ASNL will have implemented advocacy strategies in support of priority needs identified by the ASD community

**Objective 1:**

By the end of Fiscal 2018, ASNL will have implemented an ASD public education campaign to raise awareness

**Objective 2:**

By the end of Fiscal 2019, ASNL will have advocated that Government implement its Provincial Autism Strategy

**Objective 3:**

By the end of Fiscal 2020, ASNL will have advocated adults with ASD be included in central intake process; an adult clinic established in each RHA for those 'aging out' of pediatric system; and for new assessments, diagnoses, therapies and mental health supports

**Strategic Priority 2: All those affected by ASD are aware of and have the ability to access effective services and supports**

**Goal #1:** By the end of Fiscal 2020, ASNL will have improved navigational supports

**Objective 1:**

By the end of Fiscal 2018, ASNL will have developed and provided information that helps families 'navigate' systems and access services and supports

**Objective 2:**

By the end of Fiscal 2019, ASNL will have employed a social worker to assist individuals and families with navigation of community-based and government services; and identified advocates on their behalf

**Strategic Priority 3: All those affected by ASD are able to obtain the necessary skills and abilities to achieve success in their everyday lives**

**Goal #1:** By the end of Fiscal 2020, ASNL will have improved services and programs across the lifespan

**Objective 1:**

By the end of Fiscal 2018, ASNL will have concluded a Feasibility Study into expanding program capacity in Avalon Region; and completed a research project to determine program/service needs of rural and more remote areas

**Objective 2:**

By the end of Fiscal 2019, ASNL will have conducted an organizational review, including a review of program offerings and delivery methods

**Strategic Priority 4 : All those affected by ASD are effectively supported and assisted by community stakeholders**

**Goal #1:** By the end of Fiscal 2020, ASNL will have expanded formal community outreach programs and services to the entire province

**Objective 1:**

By the end of Fiscal 2020, ASNL will have developed a comprehensive plan for education and training (PD) of professional stakeholders that can be delivered in person and/or online

**Strategic Priority 5: All those affected by ASD are provided services and supports by an organization that continues to be sustainable**

**Goal #1:** By the end of Fiscal 2020, ASNL will have an effective organizational structure and enhanced governance model

**Objective 1:**

By the end of Fiscal 2018, ASNL will have developed a 3-year Strategic Fundraising Plan

**Objective 2:**

By the end of Fiscal 2019, ASNL will have developed and implemented an enhanced governance model within a new Governance Framework

**Objective 3:**

By the end of Fiscal 2020, ASNL will have implemented a new organizational structure, new service delivery model and developed a new agreement