

STRATEGIC PLAN 2012–2017



Service Excellence

Deliver positive mental health outcomes

Our People

Build capacity and commitment



Collaboration

Working better together

Technology & Social Media

Facilitate access, enhance engagement

Vision

CTYS will be a leader in providing excellent, innovative, collaborative, responsive services that meet the mental health needs of youth within the changing social context impacting them, their families and their communities.

We envision healthy, resilient youth and families living in healthy, affirming communities where youth with mental health issues are understood, and appreciated.

Mission

Through a process of engagement and relationship building, CTYS serves youth who have a range of mental health needs. We work collaboratively with youth and their families to expand their skills and navigate systems so that they can successfully achieve their goals and improve their well-being.

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Values

Respect

We value the dignity, strengths and contributions of all individuals.

Diversity

We appreciate the rich diversity of our clients, staff and communities. We recognize the existence of systemic discrimination and barriers and we strive to challenge these realities in the work we do.

Collaboration

We believe our services are richer and more effective when we work in partnership with youth, their families, our colleagues and community partners.

Excellence and Accountability

We strive for and demonstrate the highest quality in all we do through the use of knowledge-based and evidence-informed practice, outcome-oriented evaluation, and diligent governance with accountability to our clients, partners and stakeholders.

Innovation

We support the creativity of our staff and clients, the exploration of new ideas and opportunities, and the development of unique and responsive programming.

Accessibility

We commit to reducing the barriers to accessing needed services for our clients.



We have used the terms **Vitality** and **Resilience** because each contributes significantly to personal recovery, organizational dynamism, and an engaged, invigorated community

Priorities



Capacity & Commitment

- Promote professional development and support further education
- Develop leadership & succession planning
- Strengthen skills and representation on board
- Acknowledge and appreciate staff initiative and accomplishments

Service Excellence

- Evaluate and adapt programs and services (new tools to collect data and measure outcomes)
- Incorporate evidence
- Encourage, support, and evaluate innovation
- Creatively utilize new technologies

Technology & Social Media

- Utilize technology and social media to better connect with youth and more rapidly respond to their needs
- Promote broader community awareness of our services
- Facilitate learning opportunities & access to expertise
- Engage the creativity and voices of youth in the design of our technology plan

Collaboration

- Strengthen communication and collaborative processes to maximize access to services
- Develop a “shared services” strategy with community partners
- Focus on partnerships with agencies serving transitional aged youth (18-21 years)
- Identify & cultivate new partnerships
- Create board-to-board discussions regarding resource sharing and merger opportunities