



CICS 2018-2023 Strategic Goals & Objectives

GOAL 1: CICS is known as a leading and highly respected newcomer/immigrant service organization serving diverse communities in the GTA

OBJECTIVES
A. CICS has a unified brand image across all programs and service locations
B. CICS has increased its reach beyond the Chinese community
C. CICS has enhanced communication and visibility

GOAL 2: CICS is empowering newcomers to reach their highest potential through contributions to the community by providing relevant, high quality programs and services that meet evolving needs

OBJECTIVES
A. CICS programs align with client needs
B. CICS is responsive to demographic changes in newcomer populations
C. CICS has a positive work culture where new ideas are welcomed

GOAL 3: CICS is a workplace of choice for employees and volunteers within the not-for-profit sector

OBJECTIVES
A. CICS fosters an environment of open communication and collaboration
B. CICS has a highly skilled, trained and professional staff
C. CICS has a culture where achievements are recognized

GOAL 4: CICS has built effective strategic collaborative partnerships

OBJECTIVES
A. CICS has strengthened partnerships that are benefitting increasingly diverse ethnic groups
B. CICS has enhanced corporate partnerships
C. CICS has strengthened partnerships to provide services to international students

GOAL 5: CICS has increased financial sustainability

OBJECTIVES
A. CICS has increasingly diversified revenue sources
B. CICS has a healthy Reserve Fund
C. CICS continues to practice prudent financial management