



### Goal #1

## Improve Service Offerings

To improve the delivery of service offerings through better communication, consistency, and accessibility.

### Strategies

- Evaluate service delivery offerings and delivery processes for neighbors in need.
- Establish a customer service standard and train employees, volunteers, and members on these expectations.
- Emphasize employee, volunteer, and member wellbeing focusing on education and respect.

### Metrics

- Increased percent of neighbors who give **high ratings** for/services according to: hours, access, customer service, respect, value, and selection.
- Decrease neighbor wait-time for services.
- Increased percent of employees, volunteers, and members who give **high ratings** for their wellbeing in association with St. Vincent de Paul – Madison.



### Goal #2

## Reignite our Values

To revitalize people and use our facilities in ways that will inspire exceptional neighbor services rooted in Vincentian virtues.

### Strategies

- Use the joint wisdom of employees, board, and members to evaluate our work and use our facilities in ways that best serve our vision to help neighbors in need.
- Grow employees', volunteers', and members' understanding through training of values, virtues, and history about the mission.
- Develop systems and processes that instill and demonstrate our values across the organization to volunteers, employees, members, donors, shoppers, and neighbors in need.

### Metrics

- Increased percent of employees who rate St. Vincent de Paul – Madison as a **good place to work**.
- Increased percent of employees, volunteers, and members who can **name and give examples** of Vincentian virtues across our facilities.
- Increased percent of **Members** who report fulfillment in their fellowship, friendship, and charitable works.
- Increased satisfaction by neighbors of all services.
- Increased alignment of facilities to better meet the needs of users.



### Goal #3

## Cultivate Equitable Community

To cultivate a culture of inclusivity and belonging, we are committed to implementing practices that promote equity and inclusion for all members of our community, including our employees, volunteers, members, and neighbors in need.

### Strategies

- Implement a dedicated plan to build knowledge and understanding of lived experiences of diverse populations.
- Apply innovative ways to educate people who will encounter diverse populations.
- Collect and tell stories of belonging, inclusion, and equity across the organization.

### Metrics

- Increased percent of members, volunteers, employees, shoppers, and neighbors in need who rate themselves as **welcomed, respected, and belonging**.
- Increased percent of members, volunteers, and employees who can demonstrate **actions, behaviors, and attitudes** of inclusion, equity, and belonging.
- Increased number of stories collected and told throughout the organization.

