

## **AGENCY GOALS AND OBJECTIVES**

### ***Public Relations Goal***

Hire a Marketing Staff Person or marketing and/or fundraising firm to enhance agency visibility, increase brand awareness, and support programmatic growth through strategic advertising campaigns and grant opportunities.

### ***Client Care Goal***

Establish a client-led advisory committee and implement a comprehensive client feedback system to improve client care, enhance agency efficiencies, and increase client satisfaction by the end of the fiscal year.

### ***Financial Management Goal***

Increase revenue and productivity by improving staff billable hours and productivity ratios to 95% of staff members with a billable expectation and ensure budget adherence and financial accountability through increased reporting and monthly review.

### ***Workforce Development Goal***

Increase employee satisfaction and retention by fostering a positive workplace culture that promotes collaboration and appreciation among coworkers, resulting in a 15% reduction in staff turnover rates.

### ***Operational Improvements Goal***

Enhance physical workspaces and functional environments by upgrading facilities and furnishings, ensuring safety and improving aesthetics, and utilizing available grants and funding sources as budgets allow, resulting in increased satisfaction and improved client experiences.