

NEIGHBORS LINK STRATEGIC PLANNING PRIORITIES
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Introduction

Neighbors Link is a highly successful organization which has grown steadily, delivering increasingly strong results relative to its mission of the healthy integration of immigrants. Critical to this mission is to empower clients with an array of programs and community gathering places, while engaging with the broader community and advocating publicly for healthy immigrant integration. All of these efforts rely on strong partnerships with other community organizations to leverage Neighbors Link's strategies as well as provide services and programs outside Neighbors Link's areas of focus.

As the organization continues to deliver current programs and services, the strategic plan emphasizes priorities to ensure the organization continues to thrive, while addressing the ever-growing and ever-changing needs of the communities we serve. Over the next five years, therefore, Neighbors Link will focus specifically on three key strategic priorities:

Strategic Priority 1: Enable clients' unfettered participation in the digital economy and digital education.

To address the inadequate access to information technology experienced in the communities we serve, including the ability of the client population to leverage the internet, computers, and telephones, Neighbors Link will undertake to improve digital literacy and provide pathways to accessibility, affordability, and digital skills.

Strategic Priority 2: Empower upward mobility of clients.

Neighbors Link will enhance client access to improved career pathways through acquisition and development of skills, expanded educational achievement opportunities, and expanded work force development opportunities. Because mental health wellbeing is key to personal development and advancement, Neighbors Link will help address clients' mental health needs through its resources as well as those of partner organizations,

Strategic Priority 3: Strengthen the organization as it grows.

In order to ensure that the organization has the tools and resources it needs for future sustainability and strength, Neighbors Link will invest additional resources in the following: (1) internal technology and infrastructure capabilities; (2) human resources management, including employee mental health wellbeing and training and development; (3) increased capabilities for analysis of program outcomes; and (4) long-term internal financial planning and investment.