

# Strategic Objectives



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# Contents

- Contents ..... 1
- Mission, Orientations, and Principles..... 2
- Strategic Objectives..... 3
  - Access for English-speakers..... 3
  - Economic Opportunity and Youth Engagement ..... 3
  - Community Mobilization and Organizational Capacity ..... 3
  - Community Identity and Cultural Heritage..... 3

## Mission, Orientations, and Principles

The *mission* of Townshippers' Association is threefold:

- To promote the interests of the English-speaking community in the historical Eastern Townships;
- To strengthen the cultural identity of this community;
- To encourage the full participation of the English-speaking population in the community at large.

These *orientations* provide a more explicit expression of the mission:

- Contribute to the vitality of the English-speaking community in the Historical Eastern Townships by working to retain existing community members, and attract new English-speakers to the region;
- Ensure that the needs of the English-speaking community in the Historical Eastern Townships are taken into account at various decision-making levels across multiple sectors (local/municipal, regional, provincial);
- Promote and encourage community development so that existing and future resources within the Historical Eastern Townships' English-speaking community are maximized;
- Promote and encourage the engagement of young people and the development of a new generation of active leaders in the Historical Eastern Townships English-speaking community;
- Promote the English-speaking community in the Historical Eastern Townships as a valued and active participant in the community at large.

The *principles* which inform the Association's operating method are:

- Decisions are based on a combination of input obtained through needs assessments, community consultations, demographic analyses, evidence based scholarly research, and other knowledge-gathering techniques;
- Initiatives to be undertaken by the organisation are analyzed within the context of its mission and orientations to ensure that they respond to the mandate of the organisation;
- Initiatives are evaluated in the context of their objectives and individual contribution agreements.

## Strategic Objectives

### *Access for English-speakers*

To maximize the English-speaking community's access to services and information in English across multiple sectors through strategically coordinated collaborations and initiatives with various stakeholders.

### *Economic Opportunity and Youth Engagement*

To undertake initiatives, through an enhanced network of partners, in support of economic, entrepreneurial, educational, and social opportunities for newcomers and young people in the region.

### *Community Mobilization and Organizational Capacity*

To maximize support for and recognition of the ESC as founding peoples in the province of Quebec through strategic representation and advocacy initiatives reinforced by a solid organizational foundation and relevant knowledge base.

### *Community Identity and Cultural Heritage*

To engage in initiatives that maximize support for and recognition of the ESC's cultural heritage and artistic identity within the community at large.

**\*NB** Yearly action plans will indicate **planned activities and expected outcomes** and the annual evaluation of the action plans will measure the **attainment of the Association's objectives**.