



## SIX STRATEGIC FOCUS AREAS

### Leadership & Advocacy

- Leadership is the ability to guide, inspire, and influence others towards a common goal. Advocacy is passionately supporting a cause or proposal.

| FY26                                                      | FY27                                                    | FY28                                             |
|-----------------------------------------------------------|---------------------------------------------------------|--------------------------------------------------|
| Team leader meetings (ongoing with consistency)           | ➔ Tweak as needed                                       | ➔ Adjust as needed                               |
|                                                           | Company newsletter to each home                         | ➔                                                |
| Team leader retreat (every year)                          | ➔ Expand to include PCT training                        | ➔ Expand invitations to retreat                  |
| Bring PCO back and continue it                            |                                                         |                                                  |
| Continue PBS training                                     | ➔                                                       | ➔                                                |
| Establish staff meetings with attendance from every home. | Utilize hosts for meetings, staff are leading meetings. |                                                  |
| Create a mentorship pathway.                              | Establish team of mentors and mentees                   | Mentees are now mentors, new mentees introduced. |
| Pathways to promotion for                                 | At least one DSP promoted to                            | At least three DSPs promoted                     |

|                        |            |              |
|------------------------|------------|--------------|
| DSPs                   | team lead. | to team lead |
| Aktion club continued. | ➔          | ➔            |

## Expansion & Capacity Building

- Grow existing service markets and craft solutions to meet the needs of future markets.

| FY25                                                                                | FY26                                                 | FY27                                   |
|-------------------------------------------------------------------------------------|------------------------------------------------------|----------------------------------------|
| Surveys to staff:<br>CLA<br>Accessible Homes<br>CLS                                 |                                                      |                                        |
| Assess transportation status                                                        | Establish more accessible transportation             | ➔                                      |
|                                                                                     | Expand residential host home LSP/CLA/Intensive homes |                                        |
|                                                                                     |                                                      | Become Waiver respite provider         |
|                                                                                     | Develop more accessible housing                      |                                        |
| Connect with Aging programs                                                         | ➔                                                    | ➔                                      |
| Develop marketing plan                                                              | Implement marketing plan                             | Adjust marketing plan as needed        |
| Redefine recruiting process by identifying people we want engaging in the community |                                                      |                                        |
|                                                                                     | Explore nursing services independent of Res/CLA      | Implement independent nursing services |
| Pairing SEI and BS                                                                  | ➔                                                    | ➔                                      |
| Retain TL training through GA Uplift (?)                                            | ➔                                                    | ➔                                      |

## Social Capital Development

- Social Capital is the linkage, shared values and understandings in society that enable individuals and groups to trust each other and so work together. Every decision affects social capital. Building trust, communities, communication, and knowledge.

| FY25                                                      | FY26                                                                                                                                             | FY27                                           |
|-----------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|
| Increase community participation in local government      | ➔                                                                                                                                                | ➔                                              |
| Offer CAI on nights and weekends (Voting-related access)  | Create and follow through with CAI plan (already started)<br><br>By 2026, everyone in CAI will have this in their ISP when they receive services | See 30% of people choosing their CAI time.     |
| Identify people who would like to have their own business | Identify a mentor/support structure to help people accomplish their dreams                                                                       | See 25% of people running a business they love |

|                                                                    |                                                                                                                                                                                                                       |                                                                                                          |
|--------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
| Continue GA Uplift (more people heard & actions taken when needed) | Identify people who can listen/support and offer feedback (suggestions) when a staff member needs to talk/has an issue<br><br>Promote social role growth (e.g., mother, husband, church, voter, voter training, etc.) | Create presentation for legislators and other partners on GA uplift and its impact on population served. |
|                                                                    |                                                                                                                                                                                                                       |                                                                                                          |
| Connect local drivers/company to connect with people supported     |                                                                                                                                                                                                                       |                                                                                                          |
| Investigate: What's missing in getting people connected & social?  |                                                                                                                                                                                                                       |                                                                                                          |

## Operational Integrity

- The merging of People, Process, and Assets into a well-defined, highly efficient and proactive organization.

| FY25                                                                                                                                              | FY26                                                                                                                                                         | FY27                                                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------|
| Update IT systems                                                                                                                                 | ➔                                                                                                                                                            | ➔                                                            |
| Identify/develop new revenue                                                                                                                      | ➔                                                                                                                                                            | ➔                                                            |
| Continue to advance use of technology                                                                                                             | ➔                                                                                                                                                            | ➔                                                            |
| Expand/improve remote access to information and data                                                                                              | ➔                                                                                                                                                            | ➔                                                            |
| Expand hands-on training                                                                                                                          | Increase hands-on training and 1:1 training (homes, technology, finances, medication)                                                                        | Finalize training that is individualized to assess all needs |
| Expand CARF knowledge                                                                                                                             | ➔                                                                                                                                                            | ➔                                                            |
| Continue and adapt systems to allow plans to flow                                                                                                 | ➔                                                                                                                                                            | ➔                                                            |
| Foster a supportive/professional atmosphere (open door, accessible). Encourage communication to foster creativity, productivity, and satisfaction | Focus group of people supported so they they identify how to best support them.<br><br>Expand committees to include people we support with front line staff. | ➔                                                            |
|                                                                                                                                                   | Promote financial literacy programs                                                                                                                          | ➔                                                            |
|                                                                                                                                                   | Replace money request forms with email request format                                                                                                        | ➔                                                            |
| Focus on risk management                                                                                                                          | ➔                                                                                                                                                            | ➔                                                            |
| Monitor/advocate with leadership. Advocate at the government level (e.g., Medicaid). Update policies with changes                                 | Advocate for individual healthcare services                                                                                                                  | ➔                                                            |

## Recognition

- To be a recognized leader in the field of services and supports to people with disabilities. Comprehensive strategy to help shape positive public perception and increase to of mind awareness that Diversified Enterprises is the provider of choice.

| FY25                                                                                       | FY26                                                                      | FY27 |
|--------------------------------------------------------------------------------------------|---------------------------------------------------------------------------|------|
| Send out promotion opportunities through: Everbridge, Advisory Board, DBHDD                | ➔                                                                         | ➔    |
| Newsletter (quarterly?) – Home Ambassador Team involvement                                 | Continue all FY25 initiatives as ongoing                                  |      |
| Nominations for employee recognition                                                       | Hold employee recognition event                                           | ➔    |
| Home recognition for Month of Job Well Done                                                | Work into budget for sustainability                                       | ➔    |
|                                                                                            | Special Olympics                                                          | ➔    |
| Share Facebook posts<br><br>Ideas/Tools to increase outreach: DE App? Flash message? Text? | Expand social media account outreach (Instagram, LinkedIn, TikTok, etc. ) | ➔    |
| Summer program banners                                                                     | ➔                                                                         | ➔    |

## Customer Satisfaction

- To be the employer and service provider of choice, consistently provide an experience that exceeds expectations, to provide an environment in which persons supported, families, staff, referrers are highly satisfied.

| FY25                                                                                 | FY26                                                    | FY27                                                     |
|--------------------------------------------------------------------------------------|---------------------------------------------------------|----------------------------------------------------------|
| Increase survey participation                                                        | Minimum 50% response to surveys across all distribution | Minimum 75% response to surveys across all distribution. |
| Refine collection of data and make the necessary adjustments based on survey results | Changes as necessary                                    | To infinity and beyond!                                  |
| Identify targets and timeframes to collect satisfaction and engagement data          | Implement decided timeline in a timely manner           | ➔                                                        |
| Track retention and turnover data, publish results                                   | Add mitigation strategies to improve metrics.           | Showcase how aggregate data has changed from tracking.   |
| Committee (DSP, individual, admin mix) to analyze data and create solutions          | Continue survey deployment and data analysis strategy   |                                                          |
|                                                                                      | Look into paper data collection                         |                                                          |

## Leadership & Advocacy Vision 2026

**Our vision is** to be an innovative leader, resource, and change-agent so individuals can be supported in the setting of their choice and live the life they love.

## Leadership & Advocacy Goal 2026

**Our goal is** to position the Agency and its members as valued advocates and as innovative leaders in Georgia.

## Leadership & Advocacy Objectives

| Fiscal Year 2026                                                                                        | Fiscal Year 2027                                                                                                                                   | Fiscal Year 2028 |
|---------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| Engage Agency members in local/state Boards, Councils and advocacy groups. Cultivate Agency leadership. | Establish Agency members as Advocates and leaders in the State of Georgia.<br>Evaluate National opportunities.<br>Enroll leaders in Agency growth. |                  |

## Leadership & Advocacy Strategy

| Fiscal Year 2026                                                                                                                                                                                                                                                                                                                                 | Fiscal Year 2027                                                                                                                                                                                                                                              | Fiscal Year 2028 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| . Identify, Assess and Apply to various local/state Boards, Councils and advocacy groups for membership. Develop a local Mayor / County Commission for People with disabilities. Promote development of Aktion club. Development of internal team leader curriculum, Engage PCO to assist in leadership. Develop succession plans at all levels. | Participate and contribute to various local/state Boards, Councils and advocacy groups for membership.<br>Survey National landscape.<br>Continue leadership development.<br>Review succession plans.<br>Leadership plans for next strategic plan development. |                  |

## Leadership & Advocacy Key Performance Indicators

| Fiscal Year 2026                                                                                                | Fiscal Year 2027                                                                    | Fiscal Year 2028 |
|-----------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|------------------|
| Applications and/or acceptance to local or state boards or committees. Leadership Launchpad, Team leader class. | Participation and/ or continued application to local or state boards or committees. |                  |

## Expansion Vision 2026

**Our vision is** to ensure Diversified Enterprises programs and services are distinctive, relevant, responsive, and sustainable to the communities we serve for decades.

## Expansion Goal 2026

**Our goal is** to continue as an agency with strong and sustainable growth in both the quality and quantity of existing services while crafting person centered solutions to meet the needs of future markets to individuals with disabilities.

## Expansion Objectives

| Fiscal Year 2026                                                                                                        | Fiscal Year 2027                                                                                                               | Fiscal Year 2028 |
|-------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|------------------|
| Develop expansion plan that highlights diversification and choice while being person centered. Maintain capacity focus. | Implement person centered expansion plan, maintain capacity focus. Encourage ongoing diversification and unique opportunities. |                  |

## Expansion Strategy

| Fiscal Year 2026                                                                                                                                                                              | Fiscal Year 2027                                                                                                           | Fiscal Year 2028 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|------------------|
| Develop and/or recruit subject matter experts for areas of expansion (Aging, Autism, Employment, Meaningful Day). Prepare transition model concept. Enroll housing experts on Advisory board. | Engage in expansion efforts. Explore using 501c3 for residential opportunities, maintain employment 1 <sup>st</sup> focus. |                  |

## Expansion Key Performance Indicators

| Fiscal Year 2026                                           | Fiscal Year 2027                                  | Fiscal Year 2028                                  |
|------------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|
| Expansion plan/ Advisory board members, Occupancy / Census | Expansion plan goal execution, Occupancy / Census | Expansion plan goal execution, Occupancy / Census |

## Social Capital Vision 2026

**Our vision is** to develop innovative actions, measures and programs in the area of social inclusion and community development that create and promote of the social capital of each and every person.

## Social Capital Goal 2026

**Our goal is** to build social capital (work/business opportunities, financial capital, power & influence, emotional support, and meaningful relationships) for all members associated with Diversified Enterprises.

## Social Capital Objectives

| Fiscal Year 2026                                                                                                                                                                             | Fiscal Year 2027                                                                                                                                                                               | Fiscal Year 2028 |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| Implement structured opportunities that increase social capital/valued social roles.<br>Advocate for Direct Support Professional recognition as a professional fairly compensated workforce. | Evaluate and expand upon structured opportunities that increase social capital/valued social roles. Continue Advocacy for Direct Support Professional recognition as a professional workforce. |                  |

## Social Capital Strategy

| Fiscal Year 2026                                                                                                                                                                                                                                                                                                              | Fiscal Year 2027                                                                                                                                                                                                                                                                                                                                                            | Fiscal Year 2028 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| Support meaningful advocacy activities through United for Change, People First, etc.<br>Establish Best Buddies and Kiwanis Akton Club in South Georgia.<br>Advocate and Advance DSP Certification Agenda at a State level.<br>Actively and strategically recognize Diversified Enterprises members internally and externally. | Increase membership and participation in meaningful advocacy activities through United for Change, People First, Best Buddies and Kiwanis Akton Club in South Georgia. Assist in the development of legislation that Advances DSP Certification Agenda at a State level.<br>Actively and strategically recognize Diversified Enterprises members internally and externally. |                  |

## Social Capital Key Performance Indicators

| Fiscal Year 2026                                                                      | Fiscal Year 2027                                                                                                                   | Fiscal Year 2028 |
|---------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|------------------|
| Development of Best Buddies and Kiwanis Aktion club.<br>Legislative advocacy actions. | Attendance at trainings. Curriculum participation. Participation at best buddies and Aktion club.<br>Legislative advocacy actions. |                  |

## Operational Integrity Vision 2026

**Our vision is** to develop a high-performing culture at Diversified Enterprises in the areas of business performance, innovation, communication, productivity, and engagement.

## Operational Integrity Goal 2026

**Our goal is** to achieve operational excellence by merging people, processes, and assets into a well-defined, highly efficient and proactive agency.

## Operational Integrity Objectives

| Fiscal Year 2026                                                                                                                                                                                                            | Fiscal Year 2027                                                                                                                                               | Fiscal Year 2028 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| Create structure to support efficient agency operations. Develop systems that respond to rapidly changing regulatory environments. Identify performance mgt. metrics that reflect outcomes important to and for the Agency. | Implement a secure, integrated, and compliant infrastructure that increases organizational capacity and efficiencies while improving our return on investment. |                  |

## Operational Integrity Strategy

| Fiscal Year 2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Fiscal Year 2027                                                                                                                                                                                                                              | Fiscal Year 2028 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| Upgrade IT systems to a common Windows platform/modernize equipment. Identify and develop new sources of revenue. Implement telecommunication and backup systems based on the IT assessment. Expand and improve remote access to the organization's information and data resources. Expand knowledge of CARF standards. Develop systems that allow various plans (Risk mgt, strategic, IT, etc.) to flow. Create and maintain a supportive and professional work atmosphere for the division staff to foster high levels of creativity, productivity, and satisfaction. | Finalize upgrade of IT systems modernize equipment. Train all staff on technology. Increase proficiency around CARF and other standards. Implement systems around Performance mgt, Risk Mgt. Engage teams in learning organization education. |                  |

## Operational Integrity Key Performance Indicators

| Fiscal Year 2026                                                      | Fiscal Year 2027                                                     | Fiscal Year 2028 |
|-----------------------------------------------------------------------|----------------------------------------------------------------------|------------------|
| Monthly metrics reports, Dashboard data, Department budgets, IT Plan. | Monthly metrics reports, Dashboard data, Department budgets, IT Plan |                  |

## Recognition Vision 2026

**Our vision is** to position Diversified Enterprises as a leader in disability supports in South Georgia.

## Recognition Goal 2026

**Our goal is** to increase brand awareness and recognition to further Diversified Enterprises as an industry leader and the provider of choice while growing our influence in public policy.

## Recognition Objectives

| Fiscal Year 2026                                                                                                                                                                                                                                      | Fiscal Year 2027                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Fiscal Year 2028 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| Execute a plan for a coordinated, intentional, integrated marketing program designed to brand Diversified Enterprises as the provider of choice. Identify nomination potentials and develop plan to execute nominations. Produce agency e-newsletter. | Create memorable brand experiences through effective planning and execution of sponsored events onsite and in the community that engage our key audiences. Develop event-specific marketing tactics and the metrics to measure progress. Create opportunities for stakeholders to engage and interact with Diversified. Create, maintain and enable a coherent set of formal and informal recognition practices and guidelines which support the strategic plan. |                  |

## Recognition Strategy

| Fiscal Year 2026                                                    | Fiscal Year 2027                                                                                                          | Fiscal Year 2028 |
|---------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|------------------|
| Implement marketing and recognition plan. Deploy agency newsletter. | Implement sponsored events onsite and in the community as well as event-specific opportunities for stakeholders to engage |                  |

|  |                                |  |
|--|--------------------------------|--|
|  | and interact with Diversified. |  |
|--|--------------------------------|--|

| Recognition Key Performance Indicators   |                                                  |                                                  |
|------------------------------------------|--------------------------------------------------|--------------------------------------------------|
| Fiscal Year 2026                         | Fiscal Year 2027                                 | Fiscal Year 2028                                 |
| Marketing plan, newsletter, nominations. | Marketing plan, events, nominations, newsletter. | Marketing plan, events, nominations, newsletter. |

## Satisfaction & Engagement Vision 2026

**Our vision is** to provide an optimal experience for each transaction our agency performs.

## Satisfaction & Engagement Goal 2026

**Our goal is** to improve experiences with the Agency while increasing loyalty and retention.

## Satisfaction & Engagement Objectives

| Fiscal Year 2026                                                                                                                                                      | Fiscal Year 2027                                                                                                                                                      | Fiscal Year 2028 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| Refine collection of data based on results. Expand surveys as additional stakeholder groups and other targets are identified. Identify methods to increase responses. | Refine collection of data based on results. Expand surveys as additional stakeholder groups and other targets are identified. Identify methods to increase responses. |                  |

## Satisfaction & Engagement Strategy

| Fiscal Year 2026                                                                                                                            | Fiscal Year 2027                                                                                                                            | Fiscal Year 2028 |
|---------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| Analyze and refine survey questions. Identify additional appropriate targets to survey. Track retention and turnover data, Publish results. | Analyze and refine survey questions. Identify additional appropriate targets to survey. Track retention and turnover data, Publish results. |                  |

## Satisfaction & Engagement Key Performance Indicators

| Fiscal Year 2026                            | Fiscal Year 2027                            | Fiscal Year 2028                            |
|---------------------------------------------|---------------------------------------------|---------------------------------------------|
| Survey responses, Data measures and results | Survey responses, Data measures and results | Survey responses, Data measures and results |

|            | Leadership and Advocacy | Expansion and Capacity building | Social Capital  | Operational Integrity | Recognition & Branding | Satisfaction    |
|------------|-------------------------|---------------------------------|-----------------|-----------------------|------------------------|-----------------|
| Kristy     | Member                  | Member                          | Member          | <b>CHAIR</b>          | Member                 | Member          |
| Danny      | <b>CHAIR</b>            | Member                          | Member          | Member                | Member                 | Member          |
| Izolla     |                         | <b>CHAIR</b>                    |                 |                       |                        | Member          |
| Brianne    |                         |                                 |                 |                       | <b>CHAIR</b>           | <b>Co-CHAIR</b> |
| Jason      |                         |                                 |                 | <b>Co-CHAIR</b>       | Member                 |                 |
| Angel      |                         | <b>Co-CHAIR</b>                 | Member          |                       |                        |                 |
| Raven      | Member                  |                                 |                 |                       |                        | <b>CHAIR</b>    |
| Yolanda    | <b>Co-CHAIR</b>         |                                 |                 | Member                |                        |                 |
| Melinda    |                         |                                 | <b>Co-CHAIR</b> |                       |                        | Member          |
| Brandi     |                         |                                 |                 | Member                | Member                 |                 |
| Lindsay    | Member                  |                                 |                 |                       | <b>Co-CHAIR</b>        |                 |
| Stephanie  |                         | Member                          | <b>CHAIR</b>    |                       |                        |                 |
| Rhonda     |                         | Member                          |                 |                       |                        |                 |
| Angeanicky |                         | Member                          |                 |                       |                        | Member          |
| Yvonde     |                         |                                 |                 | Member                |                        | Member          |
| Alicia     |                         |                                 |                 | Member                | Member                 |                 |
| Michelle   | Member                  |                                 |                 | Member                |                        |                 |
| Catherine  | Member                  |                                 | Member          |                       |                        |                 |
| Melissa    |                         |                                 |                 |                       | Member                 |                 |