



# 5-Year STRATEGIC DIRECTION: COMMUNICATIONS STRATEGY

## Strategic Priority:

Ensuring the community understands our services and other services in the system

## Background:

SCS offers services that can be difficult to understand. The services are also difficult to explain because they are adapted to the needs of each client. SCS wants to ensure that clients, families, and organizations that support them have a clear understanding of how SCS can help access services in the community.

## Goals:

To ensure that SCS brand is recognized and our reputation is positive both externally and internally



**Service Coordination**  
For People with Developmental Disabilities  
**Coordination des services**  
pour les personnes ayant une déficience intellectuelle

SCS is a non-profit, provincially funded agency that helps individuals and their families plan for and connect with community resources. In the last year, we served 3,500 adults and children with a developmental disability and children with autism spectrum disorder. Some services are provided in Ottawa and in the Eastern Region.

### Our Mission

SCS helps individuals of all ages with developmental disabilities and their families, connect with community resources that meet their individual needs.

### Our Vision

SCS is an innovative knowledge based organization, recognized as a leader by working in collaboration with our community to deliver high quality services to individuals with a developmental disability in our region.