



Strategic Plan 2009-2012

Mission

We exist to serve **people with disabilities** by offering **progressive development** and **employment opportunities** in **competitive business enterprises**.

Values

- Be **customer driven**, both internally and externally
- Expect **excellence** in all we do
- Be **proactive**, team oriented
- Provide **training, opportunities and tools** that employees need to reach their potential
- **Respect** each individual as a unique and integral member of our diverse team.
- **Trust** each other and believe in our individual and collective capabilities
- Take **personal responsibility** to identify opportunities and take action
- Strive for **continuous improvement** in all we do
- Add **value** to our customers and community
- Have **fun**

Vision

MDI is a sustainable social enterprise aligned with its mission, values and performance metrics. It maintains a triple bottom line focusing on mission, financial viability and funding.

Result Measures

Employability for individuals with disabilities as measured by:

- Percent of MDI employees with disabilities that retain their employment for greater than 90 days.
- Percent of individuals with disabilities placed in community employment for greater than 90 days.
- Percent increase of job opportunities for individuals with disabilities within MDI.

Achieving individual potential, dignity, value and character development as measured by:

- Percentage of MDI employees with disabilities meeting expectations of their individual training plan.
- Percentage of MDI employees with disabilities satisfied with their position.

Sustainable funding with a mix of 80% from competitive contracts and 20% from donors/grants to support program services as measured by:

- Increase commercial value added revenue by 75% (\$2.6 million to \$4.6 million within four years while maintaining gross margins of 20 %).
- Increase donor/grant/government funding to 20% of total funding.

Strategic Goals

(1) Remaining Mission Focused -Enhance the knowledge, skills and abilities of individuals with disabilities through excellence in training, support services and employment opportunities.

(2) Creating Diversification -Diversify and expand the financial base of the organization through developing new products, services and customers with no one new customer having greater than 10% of the revenues of the organization.

(3) Achieving Sustainable Funding Model-Develop a social enterprise funding model with 80% from competitive contracts and 20% of the funding from grants, contracts for support services, and donations/contributions.

(4) Reestablishing Reputation of MDI-Engage the community through improved marketing, communication and outreach efforts targeted to reestablish the recognition of MDI as a social enterprise leader and innovator.

(5) Building the Organizational Infrastructure-Develop a dynamic and healthy organization with the necessary infrastructure to support the mission of MDI including the business model of a social enterprise.