

# OMSSA IN 2019



## POLICY & ISSUES MANAGEMENT

*Proactive policy leadership with members and government on issues in the design and implementation of human service programs*

In 2019, OMSSA focused on becoming more nimble, active and proactive in its policy and government relations work:

- **Engaged extensively** through our Leadership Table, Policy Advisory Committee, networks and summits to bring **members' priorities** forward to influence policy in areas like child care, housing, social assistance, employment transformation, reporting, and more
- **Saw members' priorities reflected in key provincial decisions and policies**, such as:
  - Roll back of retroactive funding changes
  - RGI simplification
  - Reviewing Service Level Standards
  - Simplified reporting requirements
  - Earlier notification of 2020 funding allocations
  - Continuation of the Transition Child Benefit and earning exemptions for OW
- **Represented members** at the Provincial Municipal Social Assistance and Employment Committee (PMSAEC), the Director Administrator Working Group (DARG) and the Reporting Burdens Stakeholder Group
- **Advocated for increased provincial-municipal consultation**, resulting in:
  - The creation of new technical and advisory tables in the areas of child care and community housing renewal, with broad member representation
  - Special and confidential briefing sessions for members on Employment Services Transformation and Community Housing Renewal



## EDUCATION & TRAINING

*Provide accessible and relevant education, training and events responsive to members' needs*

In 2019, OMSSA focused on modernizing and increasing the accessibility and relevance of our professional development:

- Launched **webinar program**, delivering **15** webinars with **500+** connections
- Hosted **workshops** on eligibility review, OW directives, working with multi-barriered clients and more
- Delivered customized in-house workshops for **200+** participants in nine communities
- Brought members and sector partners together to learn and network at key events:
  - **Leadership Symposium and AGM**, May 13-15 in Thunder Bay (220 delegates)
  - **Mental Health Forum**, June 13-14 in Toronto (200 delegates)
  - **Employment Forum**, October 1-2 in Toronto (225 delegates)
  - **Policy Conference**, December 3-4 in Toronto (250 delegates)



## ENGAGEMENT & COMMUNICATIONS

*Facilitate member sharing, leverage their expertise and resources, and keep members engaged and informed*

In 2019, OMSSA focused on providing more meaningful opportunities for dialogue and knowledge-exchange, in-person and online:

- **Facilitated in-person and online engagement:**
  - Hosted **3** Leadership Table meetings, with new policy interaction segment
  - Hosted **11** meetings and **2** special calls for OMSSA's **four member networks**
  - Launched login-only **Members' Portal** to **3,300+** member contacts
  - Introduced self-managed "Request-for-Information" (RFI) process for our networks, with **75+ RFIs distributed**
  - Formed the **Small CMSM Rural Ontario Group** (SCROG)
- **Kept members informed and up-to-date:**
  - **25** editions of "**OMSSA Today**" newsletter
  - Shared email updates with **4,600 subscribers** (**400+** new in 2019)
  - Shared **200+** career opportunities on **OMSSA's Job Board**
  - Shared **800+** social media posts with **250,000+** impressions
- Conducted **Membership Satisfaction Survey**, with an **increase in overall satisfaction from 3.2/5 to 4.2/5** from 2017 to 2019



## PARTNERSHIP & COLLABORATION

*Strategically convene our partnerships to expand our capability and to enhance the work of our members*

In 2019, OMSSA focused on securing and strengthening partnerships with key players:

- **Renewed and strengthened existing partnerships:**
  - Renewed partnership agreements with **AMO** and **CMHC**
  - Partnered with **HSC** to host consultations with **MMAH** and service manager leads
  - Partnered with **AMES** to host our 2019 Employment Forum
- **Secured and built new partnerships:**
  - Signed MOU with the **OFIFC**
  - Began discussions on collaboration with **Ontario Aboriginal Housing Services** and the **Ontario Native Welfare Administrators Association**
- **Broadened OMSSA's presence across the sector:**
  - Participated in sector events from **AMO**, **NOSDA**, **ROMA**, **FONOM**, **ONPHA**, **Circles Canada**, **OMSSA Zones 1 and 3**, and **AMES**
  - Participated in **Urban Commissioners**, **Central East Service Managers Group**, and **Southwest Service Managers Group**
  - Exhibited at the **Disaster and Emergency Management Conference (DEMCON)** and the **Human Services Justice Coordinating Committee conference (HSJCC)**

# OMSSA IN 2020

*OMSSA is a member association that supports local governments to deliver social services. We provide value to our members through policy expertise, education and opportunities to network, collaborate and convene.*

## VISION:

To champion service system management that creates strong communities

## MISSION:

To support members in achieving the best human service outcomes

## VALUE PROPOSITION:

An indispensable forum to collaborate and lead in advancing human service issues, reflecting the will of members



## POLICY & ISSUES MANAGEMENT

*Proactive policy leadership with members and government on issues in the design and implementation of human service program*

### In 2020, OMSSA will:

- Continue to develop and foster a consistent **consultation process** for the development of policy positions
- Continue to work closely with AMO, NOSDA and other key stakeholders to **respond to provincial policy and regulatory changes affecting the municipal human services sector**
- Pursue **proactive development of policy positions** to influence and inform the direction of policy before decisions are made
- Work with members to **identify, collect and leverage data, evidence and best practices** to support the development and communication of policy positions



## EDUCATION & TRAINING

*Provide accessible and relevant education, training and events responsive to members' needs*

### In 2020, OMSSA will:

- Host our **annual conference on May 11-13 in Toronto** with a refreshed brand
- Explore the development of a **Human Services Certificate program**
- **Expand professional development** in areas like negotiation, mediation, change management, building morale, secondary traumatic stress, and compulsive hoarding
- **Analyze training uptake by geographic region** to inform strategies for future success
- **Perform an environmental scan assessing educational needs**, emerging trends, potential partnerships, and areas of expertise within our membership
- **Develop and implement a marketing strategy** to promote new, existing, and tailored professional development opportunities to service managers



## ENGAGEMENT & COMMUNICATIONS

*Facilitate member sharing, leverage their expertise and resources, and keep members engaged and informed*

### In 2020, OMSSA will:

- **Roll-out expanded features within our Members' Portal** to allow for more meaningful, member-led knowledge exchange
- Expand the use of our Members' Portal to **support new and additional networking groups** amongst OMSSA's membership
- **Develop and implement a marketing strategy** to increase members' awareness of OMSSA and its services
- **Leverage activity within OMSSA's networks** to pursue more meaningful knowledge-exchange and education
- **Leverage OMSSA's Board of Directors** as ambassadors for the Association
- **Refocus our email and digital communications** to deliver the news, updates and content of greatest value to our members



## PARTNERSHIP & COLLABORATION

*Strategically convene our partnerships to expand our capability and to enhance the work of our members*

### In 2020, OMSSA will:

- **Build on our partnership with the OFIFC** to explore offering cultural competency training
- **Explore a formalized training partnership** with the Ontario Native Welfare Administrators Association
- Develop consistent criteria and process for **identifying and exploring MOUs** with potential partners
- **Proactively identify and establish partnerships** with organizations whose interest areas intersect with OMSSA's membership
- **Develop a sponsorship partner program** with relevant suppliers and organizations
- Explore the possibility of providing **back-office services** to OMSSA members