

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