



Strategic Plan Overview 2025

Values: Honesty, Love, Courage, Truth, Wisdom, Humility, Respect

Vision: Skilled Indigenous Workforce

Mission: To provide guided education and training pathways, towards inclusive employment opportunities respectful of culture.

Client Focused Key Strategic Objectives

- a. Enhance education, training, and employment programs to better meet the needs of job seekers and employers.
- b. Develop effective marketing strategies to attract, recruit, and retain job seeker clients with strong support systems.
- c. Enhance communication through technology with stakeholders, including First Nation communities and leadership, job seeker clients, and employer clients.

Results Driven Key Strategic Objectives

- a. Strengthen collaboration with existing First Nation communities and explore opportunities to expand partnerships with additional First Nation communities in the North Superior Region.
- b. Strengthen collaboration with other ISET Agreement Holders to develop mutually beneficial initiatives that support job seekers in securing employment
- c. Refine programs and services to ensure individuals living in poverty receive the necessary support to improve their opportunities.

Organizational Capacity Key Strategic Objectives

- a. Optimize operational structures and IT systems to better support First Nation communities, staff, job seekers, and employers.
- b. Strengthen governance and operational management to ensure effective development, implementation, and administration of programs and services.
- c. Establish a clear and recognizable brand rooted in Anishnabe values and a strong client-based reputation for programs and services.

Partnership Key Strategic Objectives

- a. Strengthen partnerships with First Nation communities to enhance services, programs, and the database of trainers, employers, unions, and professional associations.
- b. Develop outreach programs and services with employers to position AETS as a key service provider for inclusive attraction, recruitment, and retention initiatives.
- c. Identify new revenue streams and funding model opportunities to enhance the delivery of programs and services that address the needs of job seekers and employers.