

**FRAMEWORK OF SADEAF'S STRATEGIC PLAN
(2019 to 2022)**

Vision

To be the leading organisation in advocating equal opportunity, in all aspects for the Deaf and supporting the Deaf to reach their full potential.

Mission

To assist the Deaf to achieve a better quality of life and to enable them to integrate and contribute to society.

Our Core Values

Included | Empowered | Valued

Direction and Improvement	Outreach to the Community	Globalisation
<p><u>ADVOCACY</u> 1. To work with government, relevant agencies, Deaf leaders and community to advocate for equal rights for our Deaf and Hard-of-hearing community under the United Nations Convention On The Rights Of Persons With Disabilities (UNCRPD).</p> <p><u>COMMUNITY SERVICES – Employment Support</u> 2. To advocate for equal job opportunities and work towards gainful employment of our Deaf & Hard-of-hearing community. 3. To work towards getting SADeaf appointed as one of SG Enable's partners for job placement and job support for our Deaf and Hard-of-hearing community.</p> <p><u>DEAF ACCESS SERVICES – Sign Language</u> 4. To research and develop the Singapore Sign Language (SgSL), including curriculum, materials, corpus and sign bank. 5. To conduct training of sign language instructors.</p> <p><u>DEAF ACCESS SERVICES – Interpretation</u> 6. To set up a structured in-house Sign Language Interpreting and Assessment Programme and Curriculum</p> <p><u>DEAF ACCESS SERVICES – Notetaking</u> 7. To increase advocacy in the areas of captioning and subtitle support for live, online and offline media.</p> <p><u>EDUCATION RESOURCES</u> (jointly with DAS – sign language) 8. To support Bilingual Bicultural (BiBi) Education in Singapore with introduction of regular “Little Hands Programme” to children with</p>	<ol style="list-style-type: none"> To foster closer collaboration with MOE & hospitals (KKH, NUH & SGH) for timely referral of parents/children with hearing loss to learn about SADeaf's services. To reach out to EIPIC centres with the highest number of children with hearing loss to offer supplementary lessons in sign language. To reach out to the top 5 Primary Schools and Secondary Schools; and top 3 Institutes of Higher Learning (IHL) with the highest number of students with hearing loss; and to also reach out to Mayflower and Lighthouse Primary School and Beatty Secondary School. SgSL Townhall to engage our community for collation of signs for our research and development. To explore collaboration with People's Association to conduct Hearing Care workshops at the community centres. To do outreach to the elderly community to bring about awareness of care of hearing and the use of hearing aids for improved quality of life. 	<ol style="list-style-type: none"> To send staff overseas to attend conferences, exchange programmes and trainings. To plan and organize an International Deaf Event to coincide with SADeaf's 70th Anniversary in 2025 which will include a gala dinner-cum-fundraising.

hearing loss to acquire sign language. Parents will be equipped with customized sign language courses for better communication with their children.

PEOPLE DEVELOPMENT

Staff members are our assets and considerably budget is set aside to encourage staff to upgrade themselves as part of their career development.

- 9. WSQ Advanced Certificate in Training and Assessment (ACTA) for staff involved in curriculum development of sign language and interpretation.
- 10. Staff to attend relevant courses to better equip them to serve our Deaf and Hard-of-hearing community in their respective work areas.

FACILITIES

- 11. To repair and renovate the buildings should the lease for the SAdeaf and MVS premises be renewed in 2021.

Key Performance Indicators

	Key Performance indicators for FY2019/2020	Key Performance Indicators for FY2020/2021	Key Performance Indicators for FY2021/2022
Community Services	<p>NCSS Target of cases – 200</p> <p>NCSS Target of client data – 5800</p> <p>To work towards managing at least 200 cases</p> <p>To target at least 10 new Deaf Friendly Employers</p> <p>To work towards organizing at least 2 Client Empowering trainings</p>	<p>NCSS Target of cases – 220</p> <p>NCSS Target of client data – 5900</p> <p>To work towards managing at least 220 cases</p> <p>To target at least 10 new Deaf Friendly Employers</p> <p>To work towards organizing at least 2 Client Empowering trainings</p>	<p>NCSS Target of cases – 240</p> <p>NCSS Target of client data – 6000</p> <p>To work towards managing at least 240 cases</p> <p>To target at least 10 new Deaf Friendly Employers</p> <p>To work towards organizing at least 2 Client Empowering trainings</p>
Itinerant Support Service	<p>To work towards managing at least 80 cases</p> <p>To work towards conducting at least 2 outreach and awareness session on ISS services</p> <p>Conduct at least 1 programme for clients and their families</p>	<p>To work towards managing at least 85 cases</p> <p>To work towards conducting at least 2 outreach and awareness session on ISS services</p> <p>Conduct at least 1 programme for clients and their families</p>	<p>To work towards managing at least 90 cases</p> <p>To work towards conducting at least 2 outreach and awareness session on ISS services</p> <p>Conduct at least 1 programme for clients and their families</p>
Hearing Care Centre (HCC)	<p>To provide services at least 1,200 clients.</p> <p>To target at least 2 Hearing Outreach Programmes.</p>	<p>To provide services at least 1,250 clients.</p> <p>To target at least 2 Hearing Screening Programmes at community centres.</p>	<p>To provide services at least 1,300 clients.</p> <p>To target at least 2 Hearing Screening Programmes at community centres.</p>
Interpretation	To meet service request coverage of at least 60%.	To meet service request coverage of at least 65%.	To meet service request coverage of at least 70%.

Sign Language & Deaf Awareness Programme	To conduct at least 70 classes for a total of 2240 participants (SgSL). To conduct at least 70 classes for a total of 1800 participants (DAP)	To conduct at least 75 classes for a total of 2440 participants (SgSL). To conduct at least 75 classes for a total of 2000 participants (DAP).	To conduct at least 80 classes for a total of 2640 participants (SgSL). To conduct at least 80 classes for a total of 2200 participants (DAP)
Note-taking	To fulfil service requests and attain coverage of 60%	To fulfil service requests and attain coverage of 65%	To fulfil service requests and attain coverage of 70%
Fundraising	To raise \$750,000 through fundraising efforts. To bring at least one new Ambassador for the Deaf.	To raise \$800,000 through fundraising efforts. To bring at least one new Ambassador for the Deaf.	To raise \$900,000 through fundraising efforts. To bring at least one new Ambassador for the Deaf.
MVS	Enrolment 65	Enrolment 70	Enrolment 75