

**Community Friendship Inc. - Strategic Plan 2015-2018**  
**Developed December 9, 2014**  
*Revised 1.27.15*

***Our Vision***

Full access to community life through achievement of one's potential and removal of barriers.

***Our Mission***

Our mission is to provide a supportive community for people whose mental illnesses prevent them from participating in community life, employment and relationships.

***Our Values***

**Respect:**

We believe in unconditional positive regard for each person as a human being.

**Choice**

We believe consumers have the right to make decisions about the direction of their life and recovery process.

**Hope**

We believe all people have the ability to grow and reach their full potential.

**Holistic Approach**

We believe in working with the whole person, mind, body and spirit, not just their illness.

**Knowledge**

We believe gaining knowledge through education and experience is an empowering process, allowing people to grow, learn and make informed life decisions.

**Integrity**

We believe in high ethical standards that promote fiscal responsibility and services that reflect standards of excellence.

**Strategic Plan  
Community Friendship, Inc.  
2015-2018**

PRIORITY AREA	STRATEGIC GOAL	TASK/ACTION	Timeframe
<b>FUNDING</b>	1.) Diversify Funding 2.) Prepare for Fee for Service 3.) Maximize existing third party payment mechanisms.	1a.) Increase individual, corporate and private foundation giving, resulting in an increase in the funding source pie by 1%.  1b.) Assess and implement fundraising software.  2a.) Increase staff usage/participation on electronic health record (EHR).  3a.) Explore ways in which to enhance billing through Medicaid, self-pay, private insurance providers etc.	
<b>AWARENESS/ BRAND RECOGNITION/ MARKETING</b>	1.) Maximize effectiveness and use of CFI website. 2.) Increase CFI's visibility in the community.	1a.) Evaluate website to maximize ease of giving and easy access for information about CFI.  2a.) Develop a list of speakers with a consistent message and practical language to be part of a speaker's bureau to make presentations in the community and meet with current and perspective donors.	

		<p>2b.) Ensure CFI is featured in a media spot (print or TV)</p> <p>2c.) Recruit two (2) new Board members with communications expertise.</p> <p>2d.) Develop a “branding plan” for 2016 in collaboration with the Capital Campaign.</p>	
<b>CAPITAL CAMPAIGN</b>	<p>1) Make a decision to renovate CFI’s main location (85 Renaissance Parkway) or find new space or land to build</p>	<p>1a.) Review and assess options</p> <p>1b.) Make decision regarding vision for new facility.</p> <p>1c.) Make decision regarding company to do feasibility study.</p>	
<b>PROGRAMS &amp; SERVICES</b>	<p>1.) Maximize opportunities to remain informed of upcoming external environmental changes to prepare for possible adjustments regarding infrastructure.</p> <p>2.) Maximize service array and billing success</p> <p>3.) Evaluate options to increase scattered site housing options.</p> <p>4.) Assess enhancements to programming.</p>	<p>1a.) Meet with Jason Bearden (ValueOptions) and Anna McLaughlin (DBHDD)</p> <p>2a.) Clarify procedures for billing services to minimize errors/conflicts with other services.</p> <p>2c.) Assess and maximize all services billable by CFI.</p> <p>3a.) Assess existing housing options for opportunities to expand or diversify options.</p> <p>4a.) Explore and evaluate available curriculum based material or other “best practices” for programming changes/improvements.</p>	

<p style="text-align: center;"><b>EVALUATION/ OUTCOMES</b></p>	<p>1.) Evaluate outcome measurements to ensure they demonstrate effective outcomes for consumers and address outcomes required by funding sources</p>	<p>1a.) Review current outcomes and methods of tracking.</p> <p>1b.) Conduct local and national research on other approaches to outcome development. In addition, identify outcomes required by funding sources (DBHDD, ValueOptions, etc.).</p> <p>1c.) Plan and implement (new or revised) an outcome evaluation plan.</p>	
<p style="text-align: center;"><b>TECHNOLOGY</b></p>	<p>1.) Assess IT issues to maximize service provision and billing.</p>	<p>1a.) Assess current IT needs including hardware, software and devices to maximize staff time available for direct services vs. documentation.</p> <p>1b.) Assess processes, procedures and systems that need to move from paper and pencil to electronic and develop plan and timelines for implementation.</p> <p>1c.) Research new EHR or changes/modifications to existing system.</p>	