



Fiscal Year 2016-2017

## Strategic Plan

Help Network of Northeast Ohio is a social service Agency located in Youngstown, Ohio that serves people throughout Northeast Ohio. We are also a National Suicide Prevention Lifeline provider, answering calls for all 50 states. Help Network of Northeast Ohio provides a number of programs including: Crisis Intervention and Suicide Prevention, 211 Information and Referral Services, WarmLine, Housing, Homeless Outreach, Navigators for Families with Special Needs, Victims Advocacy, Community Centers for individuals in Recovery, Education, Prevention and Support Groups concerning Suicide, Grief, and Mental Health.

### VALUES

Innovation, Provider of Hope, Resiliency, Diversity, Professionalism, Integrity, Inspiration

### MISSION

Improving lives by providing immediate comprehensive services to support and connect people with community resources.

### VISION

To be the provider of hope in times of need.

Organization Wide Strategies:

Responsive      Collaboration      Growth      Quality

GOALS and OBJECTIVES:

#### Goal 1

#### **Personnel and Succession Planning**

##### *Objectives:*

1. Attempt to get all Crisis Workers nationally certified by the AAS and AIRS.
2. Add 3 more full time Crisis Workers.
3. Establish wages and benefits which are competitive for our local environment.
4. Incentivize working at Help Hotline.

Reach out to Seniors as well as college students in the area for possible recruitment.

#### Goal 2

#### **Marketing and Development**

##### *Objectives:*

1. Create a specific line item in the budget for marketing.
2. Other provider agencies to include HHCC in their marketing efforts.
3. Develop a coherent and dynamic brand.
4. Utilize other outlets such as Social Media and expand upon public relations.
5. Website updated and/or redone.

#### Goal 3:

#### **Board Development**

##### *Objectives:*

1. Revision of by-laws, consider incorporating volunteer membership into full board and eliminate the volunteer membership overseeing the board.
2. Review of board composition and consider future board openings as to where there may be a need.
3. Develop Board Evaluation of its members.
4. Orientation of Board Members and ongoing Board Development.