



Center for Human Services

Building a stronger community...one family at a time.

Strategic Plan
2013-2016

Center for Human Services
2013 - 2016 Strategic Plan

Published 06/2013

Acknowledgements

The development of this strategic plan was made possible through the collective efforts of our community. CHS wishes to thank those that were instrumental in the creation of this plan including, volunteers, clients, participants and their family members, staff, government officials, and community members.

Strategic Planning Committee

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Vision

It is our vision to be the community's leading provider of social services to children, youth, adults and families. CHS strives to help create a strong community in which:

Thriving children, vital individuals and stable loving families are created and supported,

Children and their families are able to increase emotional strength and resolve personal and interpersonal issues,

All members live a productive lifestyle free of abusive use of alcohol and other drugs.

Mission

Our mission is to strengthen the community through counseling, education, and support to children, youth, adults, and families.



Core Values

Embrace Diversity	<i>We respect and honor the diversity of our community and are committed to weaving that diversity into our programs, actions, and results.</i>
Provide Accessibility	<i>We provide services that are easy to find, use, and understand.</i>
Champion Collaboration	<i>We foster collaborative relationships that promote creativity, innovation, and teamwork.</i>
Demand Accountability	<i>We assess and coordinate our programs and systems to assure that we meet high standards of service and care.</i>
Personify Integrity	<i>We value the strengths and assets of our clients, community members, and co-workers and are honest, respectful, and ethical in our interactions.</i>
Have Fun	<i>We are passionate about the work we do and use humor to promote a positive work place.</i>

Dear Partners,

At Center for Human Services we believe the most critical element for strengthening a community is to strengthen its members and their families through preventive and responsive programs. We strive to offer programming that is strengths-based, family-focused, client-centered, integrated, and culturally sensitive.

For this Strategic Planning process we conducted an internal and external environmental scan related to our work and community needs. We interviewed and surveyed our partners: clients/ participants and their family members, staff, volunteers, government officials, and community members. These interviews and surveys resulted in a recurring theme: provide more services to meet the growing needs of the community and align CHS with the implementation of the Affordable Care Act (Health Care Reform), while maintaining high quality services and standards of care. With these two priorities in mind, we took a critical and thorough look at our services, and how they are offered, and the anticipated outcomes. We will use our final plan as a guide for us to move forward in achieving our mission and vision within the next three years.

I thank all those who provided input and/or contributed to the development of this plan. A special thanks goes to Howard Springer, Strategic Planning Committee Chair, and the planning committee members.

Sincerely,



Beratta Gomillion
Executive Director

Strategy 1: Build a thriving community by providing exceptional services.

Goal 1: Preserve quality personalized services that consistently target community needs and meet or exceed standards of best practice.

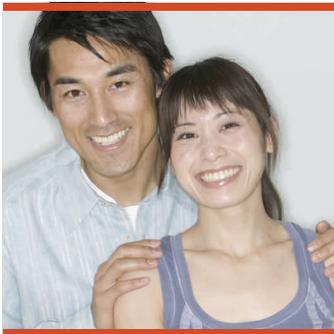
Objectives:

1. Apply evidence-based practices throughout our programming.
2. Maintain Commission on Accreditation of Rehabilitation Facilities (CARF) International accreditation for substance abuse services and prepare for mental health services accreditation.

Goal 2: Provide strengths-based services that fill gaps in our community and align with our mission.

Objectives:

1. Be the first choice as a resource for stakeholders driving innovative change in human services as measured by pursuing opportunities for expansion.
2. Participate in coalitions, associations, networks, and groups to identify gaps in services and respond as appropriate.
3. Conduct annual focus groups with clients/participants to obtain their perceptions of gaps in services.
4. Increase presence in South Snohomish County by expanding services through on-site services, new enrollment, and staff based in area.



Strategy 2: Expand collaborative partnerships through community engagement.

Goal 1: Seek further opportunities to partner with entities such as school districts, community based organizations, healthcare providers, and funders.

Objectives:

1. Grow school-based counseling program year over year.
2. Provide services at community health and wellness centers.
3. Participate in Health Care Homes' networks and develop a referral system.

Strategy 3: Increase capacity to support current needs and sustainable growth.

Goal 1: Position CHS to participate in the implementation of the Affordable Care Act (ACA) and Health Care Reform.

Objectives:

1. Transition to an Electronic Health Record that is suitable for ACA expectations.
2. Actively participate in community efforts related to ACA implementation to ensure CHS' successful engagement in opportunities

Goal 2: Continue to improve infrastructure, develop new programs, and serve more clients.

Objectives:

1. Make operational modifications necessary to receive a new influx of clients.
2. Adapt billing systems and procedures to work with new funders.
3. Produce marketing materials to promote our services to new markets – social media as well as electronic and hard copy materials.
4. Expand existing services as needs increase and when funding is available, such as growing Early Childhood Mental Health and Case Management programs.
5. Assess community needs and current programming for alignment.

Goal 3: Implement strategies to diversify funding sources to promote sustainable growth.

Objectives:

1. Increase net revenue year over year.
2. Locate/Identify/Evaluate new sources of funding.

Goal 4: Recruit, develop, and retain staff and volunteers who deliver exemplary services.

Objectives:

1. Recruit staff and volunteers that reflects the diversity of our community.
2. Continue to develop staff competencies specific to work skills at all levels.
3. Evolve staff's and volunteers' cultural competency to meet the needs of our diverse community.
4. Develop and implement creative strategies to recognize staff who excel at their job.
5. Provide employees with the tools/support that they need to do their job.
6. Enhance communications between departments increasing employee teamwork, engagement and satisfaction.
7. Increase employee retention year over year.





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CHS LOCATIONS

206-362-7282 | Fax: 206-362-7152

CHS - SHORELINE | 170th
17018 - 15th Ave NE
Shoreline, WA 98155

CHS - SHORELINE | 148th
14803 - 15th Ave NE
Shoreline, WA 98155

CHS - NORTHSHORE
18414 - 103rd Ave NE
Bothell, WA 98011

CHS - NORTHSHORE YOUTH
22105 23rd Dr SE
Bothell, WA 98021

CHS - SCRIBER LAKE S.T.A.R.S.
23200 - 100th Ave W
Edmonds, WA 98020

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