

STRATEGIC PLAN



Mission

Connecting people to developmental and behavioral health services to create opportunities for healing, growth, and recovery.

Vision

All people of the MPNN communities are experiencing lives of meaning, purpose, and possibility.

AGENCY VALUES

We provide our programs and services in a manner that is:

- Empathetic
- Respectful
- Empowering
- Engaging
- Trustworthy
- Inspiring
- Transformative



**MIDDLE PENINSULA
NORTHERN NECK
BEHAVIORAL HEALTH**

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GOAL STATEMENTS

1. Recruitment and Retention

Enhance staff recruitment and retention through fair and competitive/market-driven compensation, a supportive work environment, welcoming facilities, and consistent access to opportunities for personal and professional enrichment.

Organization-Wide Metrics:

- Attrition Rate
- % of individuals offered employment ultimately accepting
- % of new employees retained after 12 months
- % of staff citing the organizational climate as good or excellent (staff survey)

Activities:

- Continuously enhance the service recipient and staff experience in the facilities.
- Continue to enhance the culture of transparency, openness and collaboration.
- Continue to review and enhance the compensation structure (through a compensation study, etc.).
- Annual staff survey (retention-specific questions).

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2. Program Effectiveness and Efficiency

Continually strive to enhance the impact/effectiveness, efficiency, and financial sustainability of MPNN BH's programs and services to meet the diverse needs of the community along with professional enrichment opportunities and ongoing program evaluation.

Organization-Wide Metrics:

- % of programs meeting or exceeding programmatic targets
- % of organizational budget held in fund balance (3 months in reserve)
- % of programs at capacity % of employees with access to professional development opportunities
- # of programs evaluated during the fiscal year

Activities:

- Cost analyses
- Tools and training
- Program review/evaluation
- Community needs assessment
- Offer a variety of training/development opportunities (Lunch and learns, cross-training, etc.)
- Annual staff survey



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3. External Communication and Marketing

Enhance external communication and marketing to raise awareness of and access to MPNN BH programs and services.

Organization-Wide Metrics:

- % of MPNN BH programs at full capacity
- % of clients learning of MPNN BH's programs and services through direct marketing efforts

Activities:

- Resource Fair
- Outreach Creation of a central contact number
- Creation of an annual report
- Sponsor local activities and participate in community events
- Enhancing the website

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4. Internal Communication

Enhance internal communication to increase staff engagement and operational effectiveness.

Organization-Wide Metrics:

- % of staff rating internal communication as good or excellent

Activities:

- Internal newsletter
- Intranet enhancements
- Quarterly Supervisors group
- Employee Advisory Committee
- Case staffing (inter-program)
- Treatment Team meetings
- Lunch and Learns

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5. Relationships with Community Partners and Funders

Foster and further develop collaborative relationships with community and funding partners to enhance program access and effectiveness to drive greater outcomes.

Organization-Wide Metrics:

- % of clients not served by MPNN BH programs successfully referred to a partner agency
- # of community partnerships (programmatic and funding)
- \$ of community partner funding

Activities:

- Participation in collaborative bodies (resource councils, etc.) and at community events (BOS meetings, etc.)
- Sponsor local activities
- Attend local and regional networking events