

Nutley Family Service Bureau Strategic Plan 2015-2018

WE VALUE:

- **Compassion and transparency:** to our clients and our stakeholders
- **Creativity:** being open to new methods to advance and improve mental wellness and social services
- **Responsiveness:** to the ever-changing needs of the community
- **Professionalism:** using evidence-based practices and supporting our staff through continuing education

MISSION:

To strengthen the emotional and social well-being of individuals and families through affordable mental health counseling and social service programs.

VISION:

A community where mental well-being is valued as an integral part of life

KEY EMERGING TRENDS:

External -

- Growing use of opioids, especially among young adults. Once students leave school, a gap develops in the opportunity for early intervention.
- Stable population trends in catchment area, with significant growth in the Hispanic/Latino demographics. There is also significant growth in 60 – 74 year olds, which will lead to increased needs for them and their caregivers.
- Mental wellness client growth due to increased insurance coverage and less associated stigma.

Internal –

- Broader insurance acceptance for treatment. Fee-paying clients have increased and an effective procedure for insurance payments produces a reliable income base.
- The proportion of new psychotherapy clients that are from outside Nutley has increased.
- More clients need more aggressive care, medications in addition to counseling.
- Professional staff has broader certifications and experience, enabling new programs.

NUTLEY FIRST:

We remain committed first to making a difference to the Nutley community, as we have for over 100 years. Our psychotherapy services are offered to clients in Nutley and surrounding communities alike. Our free programs, community outreach, and social services are directed primarily to Nutley.

STRATEGIC INITIATIVES & GOALS:

1. Expand and broaden psychotherapy and social services to meet community needs.

- a. Maintain awareness of emerging trends, community needs and ways NFSB can address them.
- b. Ensure that all new major programming is reviewed after a pilot period (6-12 mos.) to ensure effectiveness and appropriate utilization of resources.
- c. Increase client access to NFSB programming.

2. Ensure financial viability of service offerings by expanding our donor base.

- a. Increase individual and community donors and pursue appropriate grants
- b. Widen awareness and appreciation for our services to the wider community.
- c. Build working relationships with other community-based service organizations.

3. Maximize Thrift Shop revenue potential and develop future volunteer staffing.

- a. Enhance connection between Thrift Shop and the NFSB mission.
- b. Develop merchandising and financial practices to improve revenues from donations.
- c. Plan staffing requirements; enhance recruiting activities in the wider community.

4. Grow community awareness of NFSB services, including increasing outreach programs.

- a. Broaden awareness of NFSB services and programs to the wider constituent community.
- b. Heighten NFSB public profile.
- c. Ensure NFSB social media outlets disseminate information.

5. Retain strong leadership and professional staff.

- a. Provide a positive work environment and give a competitive compensation package to our staff.
- b. Ensure staff has qualifications, ongoing training, and development opportunities to provide the required services, and to further their careers at NFSB.
- c. Ensure the Board of Trustees reflects the diversity of our community and embodies the range of abilities needed for strong and vibrant leadership.

6. Develop a facilities plan to accommodate growth and new services.

- a. Fully understand the physical status & capabilities of existing facilities; propose short-term improvements.
- b. Fully maximize the use of the current facilities, and develop plan for future needs.