

# NFSB Strategic Plan Bridge 2021-2022

## Proposed Year 5: Strategic Initiatives, Goals, and Short-term Objectives

**June 2020:** The final review of the SP 2015-2020 was planned to be conducted and presented to Board. It was to include a retrospective look at the Mission, Vision, Values, and Emerging Trends and suggest guidance for a future Strategic Plan.

In March 2020 the Covid 19 Pandemic was declared nation- and state-wide. NFSB adjusted to the circumstance and continued to fulfill its mission to the community. The final review of the SP was postponed to June 2021.

**June 2021.** The Pandemic continues in the summer of 2021. An *ad hoc* Sr Leadership committee (President, Past President and Ex. Dir) proposed to the Board that we develop and insert an SP Bridge June 2021-June 2022 with the stated intent of convening a new Strategic Planning Committee to research and develop a new Strategic Plan 2022-2025, due for review and approval by June, 2022.

**The Strategic Plan Bridge 2021-2022, approved unanimously by the Board of Trustees at August, 2021 special meeting, is presented herein.**

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*Abbreviations:* ED- Executive Director

FM-Finance Manager

CD-Clinical Director

PSM-Pantry Shop Manager

CMC-Case Management Coordinator

CS-Clinical Supervisor

DA-Development Assistant

➤ **Initiative 1. Ensure that mental health and human services continue to meet community and client needs. Shape NFSB into a Community-based Center of Excellence with programs for wellness and resilience for our clients and community.**

**Goal 1. Maintain awareness of emerging trends, community and client needs, and ways NFSB can address them.**

- Objective 1. Convene the Community Advisory Committee.
- Objective 2. Continue to use Telehealth.

**Goal 2. Increase Nutley awareness of NFSB programs. Increase advocacy and awareness of mental health and human services and reduce stigma around seeking information and services.**

- Objective 1. Increase outreach to all Nutley residents.
- Objective 2. Increase mental health and human service awareness/advocacy training/workshops

**Goal 3. Ensure NFSB plans for Mental Health and Human Services in Nutley continue to impact positively the lives of those in need in our community, specifically with increased accessibility of services for the underserved. Ensure eligible Nutley residents are enrolled in and receive all human services offered, including Food Pantry assistance, and case management.**

- Objective 1. Expand efforts to enroll eligible individuals and families.
- Objective 2. Identify underserved residents.
- Objective 3. Work with key community partners to develop viable options for obtaining nonperishable food stuffs, healthier options and more client choice.
- Objective 4. Continue to expand the accessibility of the goods and services of the Shop.

➤ **Initiative 2. Ensure financial viability of all services by growing and diversifying our funding sources, our service lines, and our delivery models.**

**Goal 1. Nurture and sustain our current donors. Solidify and continue to our expand donor base**

- Objective 1. Define and implement program to cultivate Supporters, Volunteers, Individual Donors and Corporate donors.
- Objective 2. Develop a recognition program for supporters, donors, and volunteers,

**Goal 2. Ensure Shop continues as a critical part of our mission fulfillment and a robust source of program funding by continuing to improve financial results**

- Objective 1. Continue to expand Shop Customers and revenue.
- Objective 2. Expand and solidify the eBay commerce model.

**Goal 3. Continue exploring grant opportunities that align with NFSB's mission and programs.**

- Objective 1. Create a grant strategy and tracking system.

- Objective 2. Position programs to be fundable by using data, technology and evidence-based practices.

**Goal 4. Ensure financial viability of mental health services**

- Objective 1. Expand clients and revenue.
- Objective 2. Expand services by developing groups and other programs.

**Goal 5. Improve Insurance model for mental health services**

- Objective 1. Investigate requirements for center insurance credentialing and move forward, as appropriate.
- Objective 2. Review Mental Health Billing Process; change medical billing practices to improve reimbursement.

➤ **Initiative 3. Ensure NFSB is an effective, compassionate, and professional organization balancing mental health and human service practices within a business-minded environment ensuring best practices operationally, financially, physically, and emotionally, optimally delivering our mission and our vision**

**Goal 1. Ensure NFSB understands key drivers to delivering quality services in an efficient and cost-effective manner and use the understanding of those drivers to monitor alignment with the mission**

- Objective 1. Identify key drivers for quality outcomes, staff, revenue & costs, process.
- Objective 2. Develop and adopt a valid method for effectively tracking metrics.

**Goal 2. Focus on ensuring effective programing. Develop quantitative and qualitative measurements of impact and effectiveness for our delivery of services and the impact and effectiveness to all persons receiving NFSB Services**

- Objective 1. Seek accreditation from Mental Health professional organization for Clinical program, Pantry and Case Management.
- Objective 2. Regularly review staffing needs.
- Objective 3. Ensure the physical status and capabilities of Bldg. 155 and Bldg. 169.