

# BERKELEY COMMUNITY MENTAL HEALTH CENTER



## STRATEGIC PLAN JULY 2007 - JUNE 2010

APPROVED BY BOARD OF DIRECTORS  
May 17, 2007

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*Vicki J. Ellis*

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Chairman, Board of Directors

*5/17/07*

Date

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# **BERKELEY COMMUNITY MENTAL HEALTH CENTER**

## **STRATEGIC PLAN**

### **JULY 2007 - JUNE 2010**

The mission of this organization was the foundation for the creation of the Strategic Plan. It was based on an assessment of Center strengths and the challenges that lie ahead during the next three years. Included among those strengths was the commitment of the Center's leadership staff in facilitating the planning process and guiding the Quality Improvement Team and staff in the development of the plan. This plan was developed from input solicited from the Board of Directors, Center staff, clients and the community. Reflective of the commitment to excellence and quality improvement, staff support this plan as a guide for quality improvement activity and projects for the upcoming years.

#### **I OUR MISSION**

The men and women of the Berkeley Community Mental Health Center, in partnership with clients, families and their diverse communities, will assist citizens with mental disorders to improve the quality of their lives.

#### **II OUR PRIORITIES**

BCMHC will give priority to adults and children with serious mental illnesses and serious emotional disturbances and will fulfill its legislative mandates. We will work cooperatively with other agencies, both public and private, to assure continuity of services based on the needs of the individual.

#### **III OUR VALUES**

- A. *Respect for the Individual*** - We believe that the people we serve have the right to personal dignity, respect and the highest possible degree of independence. We are committed to services that promote the individual's quality of life, focus on the individual's strengths, foster independence, and honor the rights, wishes and needs of the individual.
- B. *Support for Local Care*** - We believe that people are best served within their home community. We are committed to the availability of a full and flexible range of coordinated services with the community as the primary focus of care, and services that appropriately meet the needs of the individual in the most normal environment possible. We are committed to the programs which build upon the local support provided by family, friends, other agencies and the community, and which offer employment, leisure, learning, residential and psychiatric/rehabilitation services within this supportive framework
- C. *Professionalism and Commitment to Quality*** - We believe that we should encourage and reward excellence. We will create a work environment which inspires and promotes innovation and creativity, supports education and research, and continually seeks more efficient and effective ways to provide clinical and administrative services. We are committed to a skilled and ethical work force, culturally competent and dedicated to the highest standards of courtesy, understanding and respect. We will be an agency worthy of the highest level of public trust.

#### **IV CENTER STRENGTHS**

Positive attributes were identified as follows:

- School based services
- Collaboration/responsiveness with other agencies
- Hospital Diversion services
- Commitment to client employment
- Intensive Community Services for children/adolescents
- Diversity of clinical services
- Workforce with advanced professional qualifications and dedicated to organization's mission
- DSS liaison
- DBT services for adults and children/adolescents
- Commitment to staff development
- CRISP worker/ER liaison
- Outreach services for adults
- Clinical supervision opportunities for staff
- Adult and child/adolescent psychiatrists
- Recovery oriented
- Educational presentations to Board of Directors

#### **V INTERNAL AND EXTERNAL CONCERNS**

The following challenges were identified for the upcoming years:

- Diversity of services for persons with co-occurring disorders
- Community awareness of mental health services, recovery and stigma reduction
- Support group for parents with children with serious emotional/behavioral disorders
- Community housing alternatives
- Opportunities for evening service activities
- Transportation resources in county
- Knowledge of and participation in client and family advocacy/support
- Funding variability
- Population growth in Berkeley County
- NAMI Berkeley growth
- Emergency room collaborations

#### **VI LEADERSHIP**

The leadership of Berkeley Community Mental Health Center is committed to excellence and community service, and it endeavors to provide the best quality service to all Berkeley County residents in need of mental health care. It is dedicated to continually improving the quality and quantity of service, as well as to be a responsible steward of public funds. It was these qualities that guided the formulation of the following goals and objectives.

#### **VII GOALS AND STRATEGIC OBJECTIVES**

**GOAL #1: Improve, develop and sustain effective programming to meet client and community needs.**

**Objective 1-1:** Support and enhance continuum of services for children, adolescents and their families.

**Objective 1-2:** Continue school based mental health programs.

- Objective 1-3:** Maintain awareness of best practice methods within the mental health treatment community and adopt or adapt those that are consistent with Center resources and client needs.
- Objective 1-4:** Promote and sustain vocational services/programs.
- Objective 1-5:** Define, develop and implement expanded services for persons with co-occurring disorders (substance abuse/mental illness).
- Objective 1-6:** Monitor demographic trends within the community to ensure Center programs anticipate and address divergent and shifting needs.
- Objective 1-7:** Maintain and monitor budget processes to support Center services and programming.
- Objective 1-8:** Explore opportunities to maximize operational efficiencies and revenue generation and collections.
- Objective 1-9:** Develop housing options for adult clients.

**GOAL #2: Recruit, develop and retain culturally diverse, professional staff.**

- Objective 2-1:** Staff Development Committee will plan, develop and execute plan for staff education which maximizes internal resources, CEU certification, inter-program collaboration and training and support of staff professional licensure.
- Objective 2-2:** Establish and maintain ongoing relationships with the academic pipelines that supply mental health professionals.
- Objective 2-3:** Explore opportunities for staff recognition which foster retention and wellness.

**GOAL #3: Enhance community awareness of mental illness, recovery, stigma, and Center services.**

- Objective 3-1:** Provide educational opportunities to Board of Directors.
- Objective 3-2:** Explore and develop mechanisms to establish and enhance communication with various healthcare and human service providers.
- Objective 3-3:** Define, develop and provide plan for community education/awareness opportunities which spans the fiscal year and is inclusive of diverse mechanism and venues.
- Objective 3-4:** Promote client and family awareness of access to support groups (SHARE, NAMI, etc.).