



Federation of Families of Northeast Florida

2012-2015

Strategic Plan

Our Mission

Federation of Families of Northeast Florida serves to support families whose children and youth have emotional and/or behavioral challenges through education, community collaboration and advocacy.

Our Vision

We envision a community where all children, youth and families experiencing emotional and/or behavioral challenges are connected to peers for support, receive quality care and have access to the resources they need.

The following statements define our view of the future we wish to build for our organization through 2015:

- We are recognized and accepted as the family-run organization for families of children with emotional and/or behavioral challenges
- We partner with community leaders, provider agencies and schools providing expert influence on promoting family driven, youth guided care
- We have a voice in policy decisions that directly affect children and families with emotional and/or behavioral challenges
- We maintain an accurate, update resource guide to assist families obtain wraparound services they need.
- We facilitate a network of information to and from parents, youth and providers to provide awareness and advocacy for the use of “best practices” in the mental health field.
- We involve families and youth in policy and program development to ensure accessible and culturally appropriate services.

Our Strengths, Weakness, Opportunities and Threats

<p>Strengths: Dedicated Families Financial Resources Transportation paid JSOCI Easy to get to meetings Logo Experienced Families Officers with Trainings Common Needs\Member of National FOF Member of SOCI Good Reputation with Providers Strong Youth Organization Cultural Linguistic Competency Strong</p>	<p>Weakness: Not including Foster Parents Difficult for families to get involved- logistics Foster parents not recognized as parents No clear set of directions Frustrated parents due to denial of services No product Limited financial resources Reputation that families don't want to be involved Lack organization Skills</p>
<p>Opportunities: Parent Partners Product Development Sustainability Therapeutic Friends Satellite Organization- future Expansion Education and Training Brand Loyalty Premier Organization No Competition Large pool of Families Change the reputation of Families Remove Stigma Family First Scholarships Empowering Parents Partnership Organizations</p>	<p>Threats: Tough Economy Poor Family Participation Level of Commitment of Providers Frustration and Burnout Funding going away Drop out of Services Misrepresentation of Organization Dependent on one funder</p>

Strategies for the Future

... Our Key Results Areas

Key Result Area #1 – Building a Successful Federation of Families Chapter

Strategies:

- Create and Distribute Federation of Families Brochure
- Recruit families through collaborative relationships with community organizations
- Maintain a comprehensive roster of contacted families
- Serve as a contact for families and provide support as needed
- Develop a new member orientation that informs families of the chapter and includes member roles and responsibilities
- Distribute resources and mental health information to families in immediate crisis
- Host Federation of Families events throughout the community in order to recruit new families

Key Results Area #2 – Maintaining Effective Organizational Structure and Governance

Strategies:

- Create By-Laws which are reviewed annually
- Maintain Executive Committee structure consisting of Chair, Vice-Chair, Secretary and Treasurer
- Executive Committee will serve on the Jacksonville System of Care Board of Directors as the Family Voice
- Access Executive Committee members strengths and clarify meaningful responsibilities for each individual
- Implement Executive Committee training to make roles and responsibilities clear to all
- Establish a selection committee to identify and recruit additional members in a way that best reflects the families
- Investigate chapter meeting times and locations to maximize attendance and ensure the widest and greatest level of participation of families

Key Results Area #3 – Training and Advocacy Initiatives that Build Collaboration with Families and Community Organizations

Strategies:

- Maintain ongoing training institutes for youth and families with emotional and/or behavioral challenges to improve their overall well being
- Facilitate trainings to community organizations on family driven care
- Attend national conferences on advocacy and leadership
- Serve as the consultant to all community organizations in delivering family driven, youth guided and culturally competent care to their clients
- Advocate on behalf of youth and families on the importance of family driven care

Key Results Area #4 – Sustainability Through Program Development and Social Marketing

Strategies:

- Create and maintain a Parent Partner Program that is Medicaid billable or funder supported
- Develop an annual fundraising plan that includes corporate and private sponsorships
- Create and implement a social marketing plan that includes social media networks, blogs, apps, media design and texting
- Produce family driven system of Care guides to be available to community organizations
- Research and apply to funders who are focused on family driven care and advocacy
- Produce a family organization Tool Kit to be distributed to other areas throughout the country
- Utilize social networks, radio, television and advertisements to inform the community about Federation of Families