

Canadian Mental Health Association Huron Perth Branch Strategic Plan and Directions

Plan development process:

Meeting with partners June 9, 2010

Board and staff workshop to set preliminary statement of priorities/directions June 9, 2010

First meeting of Strategic Planning Committee February 9, 2011

Board final approval of Strategic Plan and Directions March 9, 2011

CMHA HP will seek to enhance a sense of internal organizational identity so that all staff, volunteers and members continue to feel commitment to the vision and mission of CMHA HP.

- **promote benefits of membership in CMHA**
- **agency Christmas party (2010) first agency Christmas event**
- **internal newsletter/publication – more exploration needed**
- **annual celebration(s) – Mental Health Week, Annual General Meeting**
- **consider promotion of consumer picnic as an all agency event**

CMHA HP will undertake actions to strengthen its staff resources and maintain morale of staff through its human resources strategies.

- **individual group and training opportunities**
- **employee recognition and awards for length of service (now in place)**
- **development of an instrument to monitor staff satisfaction/morale (Beth King, Chantelle Lloyd, Lynette Heywood, HR Committee)**

CMHA HP will seek to increase its identity and professionalism within Huron Perth through processes, resources and events which demonstrate the results of our work.

- **Accreditation – organizational review planned for spring 2011**
- **outreach with public presentations – identify funding in 2011/12 for community education staff role**
- **develop a professional presentation package showing stories of successful client outcomes – contract with Diane Sewell SNAP Marketing spring 2011**

CMHA HP will invest in technology solutions to achieve state of the art communications and records management.

- **agency to proceed with Roxy software for electronic records and client file**
- **upgrade CMHA website and software – investment of funds in 2011 to begin update of website (Matt Dodgson, Catrina Gunn, Barb Bridges, others to be determined)**
- **develop an agency workgroup to evaluate and recommend technology investments**

CMHA HP will work co-operatively with the MHA Network and LHIN Coalition to implement projects which promote the principles of the Ministry's 10 year strategy.

- **sharing of resources and facilities**
- **development of a single entry point and assessment (OCAN)**
- **training events with staff of MHA agencies**