



STRATEGIC PLAN

Mission Advancing Awareness, Cultivating Success, And Strengthening Communities Through Integrated Mental Health Services For Children, Youth, And Families.

A Society Where Youth And Families Are Emotionally Equipped And Empowered To Succeed.

Vision

Values Honor • Ethics • Excellence • Efficiency

VISION	<p>A</p> <p>Awareness</p> <p>WYS is a household name</p>	<p>B</p> <p>Best Practices</p> <p>A culture of continuous quality improvement</p>	<p>C</p> <p>Clinical & Other Participant Outcomes</p> <p>Every client gets better</p>	<p>D</p> <p>Diversify Funding</p> <p>All WYS programs are financially sustainable</p>	<p>E</p> <p>Employee Development & Engagement</p> <p>All employees and volunteers are engaged and fulfilled</p>
	GOAL	<p>Reach more people through more channels</p>	<p>Establish processes that align and engage employees and stakeholders in continuous quality improvement</p>	<p>Provide interventions with precision that heal the child and the community</p>	<p>Increase public and private funding, and expand our reach by leveraging our value and expertise</p>



January 2023 - June 2024 Strategic Plan Objectives

Awareness	Best Practices	Clinical & Other Participant Outcomes	Diversify Funding	Employee Development & Engagement
<ul style="list-style-type: none"> Finalize and execute the Thought Leadership Action Plan by 12.31.2023 Identify marketing baseline data on social platforms and email/distribution channels. Grow audience by 50%, with specific calls to action. Measure outcomes by 12.31.2023 	<ul style="list-style-type: none"> Strategically execute DEI Plan including clinical initiatives with fidelity and outcomes measured by 6.30.23 Join an accrediting body and complete accreditation to align agency processes to the highest standards and for continuous process improvement by 6.30.24 	<ul style="list-style-type: none"> Strengthen and broaden Evidenced Based Practice and Practice Based Evidence-training across programs by 6.30.23 Refine and implement updated clinician dashboards to improve efficiency, increase accountability, and guide clinical interventions by 12.31.23 	<ul style="list-style-type: none"> Develop and Execute a fundraising strategy for funding gaps such as Super Resilient™ Youth and Access Coordination programs by 12.31.23 Analyze efficacy and feasibility of CalOptima and other funding identified in the MediCal Reform process at the State level by 6.30.24 	<ul style="list-style-type: none"> Develop and implement an individual employee interview for data collection to evaluate employee satisfaction (including DEI) and retention by 6.30.23 Include measurable movement toward DEI Best Practices in establishing objective for retention of BIPOC & other staff by 12.31.23

Only with the dedication and commitment of our valued employees are we able to accomplish these goals.