



National Alliance on Mental Illness

**nami**

**Wake County**

# NAMI Wake County 2018 Annual Meeting Strategic Plan Progress

## **MISSION**

NAMI Wake County provides support, education, and advocacy to individuals, families, and caregivers living with mental health challenges to lead better lives.

## **VISION**

A community where mental health is valued and quality resources are accessible to individuals affected by mental health challenges.

# STRATEGIC GOALS



Sustainable resources support the delivery of NAMI Wake County's Mission



Conduct programs to serve Wake County needs and fulfill the Wake County mission.



Individuals living with a mental illness, their families/caregivers, and community leaders easily access and utilize resources offered by NAMI Wake County.



NAMI Wake County provides a collaborative approach that encourages Wake County leaders to identify mental health as a critical issue and prioritize community resources for mental health.

# STRATEGIC GOAL PROGRESS

## STRATEGIC GOAL #1

Sustainable resources support the delivery of NAMI Wake County's Mission.

### OBJECTIVE #1:

### STRENGTHENING BOARD DEVELOPMENT AND LEADERSHIP

#### Progress

- Development of six board committees (governance, development, marketing, programs, advocacy, and finance) with committee chairs and goals.
- Updated Bylaws to assist with re-affiliation and Board Development.

# STRATEGIC GOAL PROGRESS

## STRATEGIC GOAL #1

Sustainable resources support the delivery of NAMI Wake County's Mission.

## OBJECTIVE #2:

INCREASE FUNDRAISING DOLLARS TO ASSURE SUSTAINABILITY.

### Progress

- Updated website.
- Development of fundraising plan with SMART goals and objectives.
- Identifying Data Coordinator to manage database.

# STRATEGIC GOAL PROGRESS

## STRATEGIC GOAL #1

Sustainable resources support the delivery of NAMI Wake County's Mission.

### OBJECTIVE #3:

DRAFT AND IMPLEMENT A RESOURCE PLAN THAT ENSURES SUSTAINABILITY OF THE ORGANIZATION.

#### Progress

- New fundraising plan is focused diversification of income sources.

# STRATEGIC GOAL PROGRESS

## STRATEGIC GOAL #1

Sustainable resources support the delivery of NAMI Wake County's Mission.

### OBJECTIVE #4:

INCREASE MEMBERSHIP AND MEMBER RETENTION.

#### Progress

- Focus on staff with sole purpose on membership cultivation and retention.
- Working with NAMI on implementation of new Salesforce database.

# STRATEGIC GOAL PROGRESS

## STRATEGIC GOAL #1

Sustainable resources support the delivery of NAMI Wake County's Mission.

## OBJECTIVE #5:

IMPROVE ORGANIZATIONAL FUNCTIONALITY.

### Progress

- Hired an Executive Director.
- New organizational structures focused on volunteer management.
- Focused on strategically taking the Board from working to governance.



# ADDITIONAL FOCUS- IMPROVING TECHNOLOGY

## PHASE ONE: NEW WEBSITE

- New website launched August 2018

## PHASE TWO: CLOUD BASED SERVER

- Transition from personal computers to cloud server that can be accessed by program leaders and board members.
- ECU Senior Capstone Project projected to complete May 2019.

## PHASE THREE: CLOUD BASED DATABASE

- Allow multiple users to access the database at the same time.
- Transition to Salesforce with NAMI free platform for affiliates in Spring 2019.

# STRATEGIC GOAL PROGRESS

## STRATEGIC GOAL #2

Conduct programs to serve Wake County needs and fulfill the Wake County mission.

### OBJECTIVE #1:

DEVELOP A PLAN AND MANAGE ALL EDUCATION CLASSES AND SUPPORT GROUPS.

#### Progress

- Development of Programs Committee with representatives from each group.
- Empowering leaders within Connections Support Group and education classes.
- Assuring adherence to the NAMI program models.

# STRATEGIC GOAL PROGRESS

## STRATEGIC GOAL #2

Conduct programs to serve Wake County needs and fulfill the Wake County mission.

### OBJECTIVE #2:

EXPAND PARTNERSHIPS WITH CHURCHES, MENTAL HEALTH PARTNERS, STEPHEN MINISTERS, AND SCHOOLS TO INCREASE AND STRENGTHEN COMMUNITY OUTREACH AND SUPPORT OF OUR PROGRAMS.

### Progress

- # of church partners
- # of outreach events
- # of service partners

# STRATEGIC GOAL PROGRESS

## STRATEGIC GOAL #2

Conduct programs to serve Wake County needs and fulfill the Wake County mission.

### OBJECTIVE #3:

STRENGTHEN NAMI'S VOLUNTEER RECRUITMENT AND MANAGEMENT TO ASSURE GREATER UTILIZATION, FIT, AND EFFICIENCY OF VOLUNTEERS.

#### Progress

- New volunteer management model focused on volunteer leaders.
- New process includes volunteer screening, general orientation, position specific training, and ongoing support.

# STRATEGIC GOAL PROGRESS

## STRATEGIC GOAL #2

Conduct programs to serve Wake County needs and fulfill the Wake County mission.

### OBJECTIVE #4:

INCREASE NAMI PROGRAMS THAT ARE AVAILABLE TO WAKE COUNTY RESIDENTS WHO MAY NOT BE SEEKING MENTAL HEALTH EDUCATION AND SUPPORT.

#### Progress

- Working to expand new programs in Southeast Raleigh and a greater presence in Knightdale, both areas highlighted in the 2015 Community Health Needs Assessment.

# STRATEGIC GOAL PROGRESS

## STRATEGIC GOAL #2

Conduct programs to serve Wake County needs and fulfill the Wake County mission.

### OBJECTIVE #5:

MONITOR AND ASSESS NEW AND EXISTING CLASSES AND PROGRAMS FOR CONTINUOUS FEEDBACK, IMPROVEMENT AND IMPACT.

#### Progress

- Highlights from class evaluations
- Support Group Model Checklists

# STRATEGIC GOAL PROGRESS

## STRATEGIC GOAL #2

Conduct programs to serve Wake County needs and fulfill the Wake County mission.

### OBJECTIVE #6:

RECOGNIZE NATIONAL MENTAL HEALTH EVENTS (EX. MINORITY MENTAL HEALTH MONTH, MENTAL ILLNESS MONTH).

#### Progress

- Special email focused on resources surrounding special days.
- Partnership with Wake Tech Community College for Mental Illness Awareness Week.

# ADDITIONAL FOCUS- DIVERSITY, EQUITY, & INCLUSION

## Organizational Leadership

- Priority for Board Recruitment and Development in FY19.

## Program Leadership

- Training among program leaders to ensure that all who attend our programs feel welcome and included, regardless of race, ethnicity, age, gender identity, sexual orientation, SES, religion, or life experience.
- Recruitment of new leaders from marginalized communities.

## Integration in Goals

- Each Board Committee has a goal related to actively seeking diversity.



# STRATEGIC GOAL PROGRESS

## STRATEGIC GOAL #3

Individuals living with a mental illness, their families/caregivers, and community leaders easily access and utilize resources offered by NAMI Wake County.

### OBJECTIVE #1:

FORM AN ACTIVE MARKETING COMMITTEE THAT PROMOTES NAMI WAKE'S RESOURCES TO INDIVIDUALS, FAMILIES, AND COMMUNITY LEADERS.

#### Progress

- Marketing Committee developed with a chair and two active leaders focused on strategy, social media marketing, and general outreach.

# STRATEGIC GOAL PROGRESS

## STRATEGIC GOAL #3

Individuals living with a mental illness, their families/caregivers, and community leaders easily access and utilize resources offered by NAMI Wake County.

## OBJECTIVE #2:

DEVELOP A STRATEGIC MARKETING AND COMMUNICATIONS PLAN TO SUPPORT NAMI WAKE'S MISSION AND PROGRAMS.

Progress

Goals of Marketing Committee

# STRATEGIC GOAL PROGRESS

## STRATEGIC GOAL #3

Individuals living with a mental illness, their families/caregivers, and community leaders easily access and utilize resources offered by NAMI Wake County.

### OBJECTIVE #3:

EVALUATE ACCESSIBILITY AND UTILIZATION OF NAMI WAKE'S RESOURCES.

#### Progress

- Assessment of NAMI Wake's current population and opportunities to address barriers to programs.
- Developing partnerships to address barriers due to social determinants of health.

# STRATEGIC GOAL PROGRESS

## STRATEGIC GOAL #4

NAMI Wake County provides a collaborative approach that encourages Wake County leaders to identify mental health as a critical issue and prioritize community resources for mental health.

### OBJECTIVE #1:

STRIVE TO IMPROVE NAMI NC RELATIONSHIP WITH MUTUAL RESPECT AND BENEFIT TO BOTH GROUPS.

#### Progress

- Participation in NAMI NC organized committees and work-groups, leadership seminar, and state conference.
- Partnership with NAMI NC Program's Department for outreach.

# STRATEGIC GOAL PROGRESS

## STRATEGIC GOAL #4

NAMI Wake County provides a collaborative approach that encourages Wake County leaders to identify mental health as a critical issue and prioritize community resources for mental health.

### OBJECTIVE #2:

SOLICIT MEMBER AND COMMUNITY INPUT AND DRAFT AN ADVOCACY PLAN WITH TOP THREE WAKE PRIORITIES.

#### Progress

- Advocacy Committee has adopted NAMI NC's Public Policy Platform.
- Implementation of NAMI Smarts Curriculum focused on developing advocates in Wake County.

# STRATEGIC GOAL PROGRESS

## STRATEGIC GOAL #4

NAMI Wake County provides a collaborative approach that encourages Wake County leaders to identify mental health as a critical issue and prioritize community resources for mental health.

### OBJECTIVE #3:

EXPAND AND STRENGTHEN COLLABORATION WITH VARIOUS MENTAL HEALTH COMMUNITY GROUPS AND COLLABORATIONS.

#### Progress

- List partnerships and collaboratives which we have a presence.

# STRATEGIC GOAL PROGRESS

## STRATEGIC GOAL #4

NAMI Wake County provides a collaborative approach that encourages Wake County leaders to identify mental health as a critical issue and prioritize community resources for mental health.

### OBJECTIVE #4:

EVALUATE EXISTING COLLABORATIONS AND POTENTIAL NEW OPPORTUNITIES TO PURSUE FOR BENEFIT OF FULFILLING NAMI WAKE'S MISSION AND COMMUNITY IMPACT.

#### Progress

- Assessing opportunities as they are presented and identifying NAMI Wake Members who may be able to act as a representative in various coalitions.

# STRATEGIC GOAL PROGRESS

## STRATEGIC GOAL #4

NAMI Wake County provides a collaborative approach that encourages Wake County leaders to identify mental health as a critical issue and prioritize community resources for mental health.

## OBJECTIVE #5:

UTILIZE EXISTING AND NEW RELATIONSHIPS TO STRENGTHEN DONOR AND MEMBER PROSPECTS FOR FUNDRAISING AND SUSTAINABILITY WITH A FOCUS ON NAMI WAKE'S ADVOCACY PRIORITIES.

### Progress

- Development of plan to recruit new members, regain lapsed members, and retain current members.
- Focus on accurate and sustainable data collection.