

# HUMAN SERVICES COALITION of Tompkins County



CREATING SOLUTIONS TOGETHER

**Strategic Plan**  
**2015**



**Human  
Services  
Coalition**

**Adopted by the Board May 29, 2015**

# GOAL I

## To Improve Community Outcomes by Coordinating Planning and Integrating Resources

### Condition:

Despite the wealth of health and human service programs in the community, there will always be gaps in services, changes in existing conditions that require new approaches and emerging conditions that need to be addressed. Financial constraints, independent efforts and competition for resources can be barriers to effective collaborations and the optimal use of existing resources.

### Objective:

To maximize existing resources and increase positive outcomes for our community by sharing information and building the skills of public and private organizations through facilitating interagency communication and long-term planning.

### Strategies:

1. Review existing community plans and studies, be a repository for data and summaries
2. Conduct and provide data analysis to identify community needs and assets to inform decision making
3. Develop/maintain a variety of forums for discussion
4. Engage a diverse group of community partners to identify issues/trends
5. Identify who is working on which issues and act as facilitator and/or connector
6. Assist agencies in our review process to identify outcomes in line with identified community goals
7. Provide consultation and technical assistance to organizations wishing to explore organizational development, alliances or shared resources

### How We Will Measure Success:

1. An increase in groups sharing resources to successfully work on identified community outcomes
2. A measurable positive impact on identified conditions (e.g. more homeless stably housed, higher % of community residents with health insurance, increase in affordable housing, fewer readmissions to hospital etc.)

# GOAL II

## To Strengthen Leadership in Nonprofits

### Condition:

There is an ongoing need for training and support for nonprofits. Over the next five to ten years there will be generational shifts as current leaders retire. This will impact the availability of trained direct service staff, as well as leadership in both agencies and boards. New generations will need to be introduced to the nonprofit sector and best practices in nonprofit management.

### Objective:

To strengthen current leadership; develop new leaders; and provide both direct and indirect support for nonprofits and their boards.

### Strategies:

1. Conduct a baseline survey of organizations (training needs, education to improve their strategies and operations, board engagement, leadership changes anticipated in the next 1-3 years).
2. Provide ongoing training and planning forums for current leadership
3. To provide no cost short term board development and a longer term fee-for- service assistance
4. Provide targeted packages of services for boards
5. Assist all organizations, including our own, to develop skilled, diverse leadership on both the staff and board levels

### How We Will Measure Success:

1. Attendance at trainings
2. Practical application – yearly check back with boards who sought consult to see if it has improved the board functioning
3. Ability of organizations to fill staff and board positions
4. Percentage of agencies who sought HSC assistance who say it is having a positive impact on their organization

# GOAL III

## To Optimize HSC's Technology to Better Serve the Community

### Condition:

People and organizations need accurate information that is easily accessible in a variety of ways. Data must be kept secure, current, and in accessible formats that meet the changing needs of the population.

### Objective:

To implement a technology plan for HSC programs that supports both services and infrastructure and response to the needs of our customers

### Strategies:

1. Do an assessment of HSC's current technology status
2. Develop a plan to meet HSC's future technology needs
3. Develop a plan for on-going tech support for HSC staff, programs and equipment
4. Identify resources for technology upgrades
5. Assure HSC staff is adequately trained for programmatic needs

### How We Will Measure Success:

1. Completion of tech plan
2. Positive feedback from those who use our information services that the information received meets their needs
3. Sufficient resources to improve our technology as needed
4. Proof that our information is reaching a diverse audience by checking our demographic info on requests



# GOAL IV

## To Have a Brand That Clearly Identifies Who We Are and What We Do

### Condition:

It is not always clear to outsiders what HSC does. Our name, mission and logo should help people to identify the full breadth of our services.

### Objective:

To better communicate the role of this agency in the community

### Strategies:

1. Survey to find out what are the strongest associations the community has with our agency
2. Develop a brand that supports our mission and vision and clearly shows the impact HSC has in the community

### How We Will Measure Success:

1. We have done our research, made a decision
2. People are clear on what we do





# Strategic Plan 2015

## MISSION

The mission of the Human Services Coalition is to enhance the delivery of health and human services in the Tompkins County area.

## VISION

We envision a community that embraces the dignity and well-being of all people, supported by a vibrant non-profit sector.



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