



FamilyMeans

BETTER IS POSSIBLE



2019-2021 Strategic Plan

FamilyMeans facilitates positive life changes by offering client-centered, evidence-based programs that strive for excellence in care and outcomes.

The 2019-2021 Strategic Plan focuses on agency and program sustainability, access, and impact.



Mission

FamilyMeans strengthens communities by helping individuals and families* through challenges in all life stages.

Vision

FamilyMeans envisions vibrant and resilient communities where everyone lives to their fullest potential.

**A family consists of people, whether living together or apart, related by blood, marriage, adoption, or the commitment to care for or about one another.*

Caregiving & Aging | Counseling & Therapy | Financial Solutions
Youth Development | Center for Grief & Loss | Employee Assistance

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Strategy 1 | INNOVATE

Enhance program access and delivery.

Goal 1: Evaluate and assess facilities for optimizing program placement and space utilization.

Goal 2: Launch technology tools to improve service delivery and respond to clients' changing needs.

Goal 3: Incorporate meaningful volunteer engagement into service delivery, operations, and leadership.



Strategy 2 | IMPACT

Strengthen and refine outcome measures to advance program quality and articulate program effectiveness.

Goal 1: Evaluate initiatives against criteria that position for successful outcomes: market and community needs assessments, use of evidence-based practices, and reasonable sustaining revenue estimates.

Goal 2: Disseminate aggregated client-impact results to assist in agency promotion.



Strategy 3 | INCLUDE

Improve relevance for and connectedness to agency's multiple constituencies.

Goal 1: Recruit diverse representation of staff, board, and volunteers to more closely reflect the communities we seek to serve.

Goal 2: Develop and practice an organizational equity philosophy.

Goal 3: Strengthen the continuum of leadership within the agency.

Goal 4: Seek partnerships or leadership opportunities that address systems-level community or client challenges.



Strategy 4 | INCREASE

Grow awareness of and revenue to support the agency and its mission.

Goal 1: Build stronger brand awareness through branding initiatives, media placement, and special events.

Goal 2: Cultivate a broader program for major gifts and planned gifts.

Goal 3: Engage corporate, individual, or foundation supporters in agency work that responds to emerging community needs or priorities.

Goal 4: Maximize operational efficiencies and generation of fee revenue.

Goal 5: Explore consulting opportunities that leverage agency expertise.

