

LCRB Strategic Plan 2025 to 2027

Strategic Goal	Strategy	Objective (Action Plan)	Responsibility
Goal #1: Enhance awareness and programming to reach younger children (0-5 and their caregivers) for earlier identification and prevention	Strategy 1.1 Increase consumer awareness of early childhood mental and behavioral health benchmarks and available resources	1.1.1. Maintain role with the Early Childhood Taskforce, helping to coordinate educational pathways where LCRB-funded providers and partners engage directly with parents, caregivers and early childhood centers/preschools and their staff.	Executive Director/Taskforce members/Providers/Preschool and Early Childhood Centers' Leadership
		1.1.2. Advance outreach and educational endeavors targeting local, state and federal legislators (Legislative Summit) and community leaders to safeguard and augment mental and behavioral health-related policies and/or funding for prenatal and early childhood programs. Highlight the correlation between our child abuse and neglect rates and Lincoln County's status as a child care desert.	Executive Director/LCRB Trustees/Providers/Preschool and Early Childhood Centers' Leadership
	Strategy 1.2 Promote stronger engagement with referral sources to expedite diagnoses and needed early interventions	1.2.1. Meet with and equip medical providers with our taskforce information and LCRB brochures to strengthen relationships and expedite referrals.	Executive Director/Taskforce members/LCRB Trustees
		1.2.2. Provide ongoing mental/behavioral health trainings that promote awareness and referrals for educators, caregivers and providers who serve our young children and their families.	Executive Director/Taskforce members/LCRB Trustees/Providers
		1.2.3. Maintain and enhance engagement levels with schools, System of Care, inter-agency meetings, etc., where timely consumer referrals are made and available resources are reviewed.	Executive Director/Providers
		1.2.4. Continue to partner with child welfare agencies and the multi-disciplinary team to refer LCRB-funded providers and programs to at-risk families.	Executive Director/LCRB Trustees/Providers
	Strategy 1.3 Invest in more prenatal, early-childhood mental health programs per the LCRB funding statute and budget	1.3.1 Consider greater LCRB investments for prenatal and early childhood mental health-related interventions.	Executive Director/LCRB Trustees
Goal #2: Meet the evolving and timely crisis intervention needs of our children and youth	Strategy 2.1 Enhance assessments of timely crisis intervention needs of Lincoln County children and youth	2.1.1. Partner with a professional researcher/analyst, LCRB-funded providers, referral sources, and consumers to enhance assessment of LCRB-funded crisis-intervention programs and services.	Executive Director/Dr. Berry/ Providers/LCRB Trustees

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	2.1.2. Partner with a professional researcher/analyst and school referral sources to survey classroom educators, including some of the paraprofessional community as appropriate and directed, for the identification of student needs and promotion of timely referrals to LCRB-funded providers and partners.	Executive Director/Dr. Berry/School contacts
	2.1.3. Advance understanding of timely substance use disorder (SUD) trends and best practices. Confirm school districts' SUD-related policies and promote understanding, dialogue and, potentially, updated intervention programs to support students' educational advancement, avoid suspensions and promote healthy behaviors.	Executive Director/Dr. Berry/School contacts/Providers
	2.1.4. Conduct outreach to district and parochial school leadership to participate in orientation or new staff development efforts to enhance awareness of LCRB-funded programs and services and how these school personnel and the families they serve can access funded services.	Executive Director/LCRB Trustees
Strategy 2.2 Enhance crisis intervention services available through LCRB funding	2.2.1. Continue to offer mental health trainings, such as trauma trainings and social emotional learning techniques and strategies, for school referral sources and other mandated reporters.	Executive Director/Providers/School leadership
	2.2.2. Provide schools with a robust and diverse pipeline of funded partner interventions to meet critical needs (identified through the LCRB Needs Assessment and school-based assessments).	Executive Director/Providers/School leadership
	2.2.3. To address the escalating demands for mental health services among our children and youth populations, provide funded agencies the capacity to pivot, repurpose or reimagine programming and/or the delivery of services to maintain standards of care and achieve outcomes.	Executive Director/LCRB Trustees/Providers/School leadership

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	Strategy 2.3 Create community awareness campaigns regarding critical mental health needs	2.3.1. Communicate timely needs to community at large (consumers, policy makers, school board leadership, medical community, etc.) to enhance awareness of mental health challenges and promote LCRB and non-LCRB funding/programs to address critical needs.	Executive Director/Providers/Community Partners
		2.3.2. Leverage available communications channels (media, social media, YouTube videos, etc.) to inform, engage and promote healthy children, youth and families.	Executive Director/Providers/Community Partners
		2.3.3. Provide funded agencies with LCRB logos, messaging and direction to promote the LCRB as a funding source to enhance community awareness.	Executive Director
	Strategy 2.4 Promote greater communication between the LCRB and its funded providers	2.4.1 In addition to our monthly board, inter-agency and task-force meetings, the LCRB will add one (perhaps two) all agency mandatory meetings to provide for the timely exchange of opportunities, challenges, needs and other updates. The meetings would take place following a monthly LCRB meeting.	Executive Director, LCRB Trustees and Providers

Goal #3: Secure and enhance funding streams to keep pace with growing demand for services.	Strategy 3.1 Pursue third-party grants to offset sales tax revenue deficits	3.1.1. Partner with agencies to pursue collaborative grants that will prevent or bridge gaps in our local system of care.	Executive Director/Providers
		3.1.2. Disseminate funding opportunities to LCRB providers to augment LCRB dollars.	Executive Director/Providers
		3.1.3. Write letters of support for providers seeking additional funding sources.	Executive Director/Providers
	Strategy 3.2 Enhance school districts' investments in mental health services	3.2.1. Hold meetings with school district leadership regarding demand for mental health services and its impact on academic achievement (for all students) and staff retention. Educate school district leadership regarding scope of LCRB funding and identify collaborative opportunities to extend funded programs and services and/or add new services to meet evolving needs. School leadership to include board of education members, district administration, building principals and guidance counselors. Meetings to include: Facilitating inter-agency meetings; district and building meetings as needed (some meetings are held monthly and others are scheduled as needed); and more as opportunities or challenges are identified.	Executive Director/LCRB Trustees/School Leadership
		3.2.2. Consistently communicate with school district leadership, sharing assessment findings, news regarding LCRB-funded programs and services, and other timely updates. As reports, funding allocations and other relevant	Executive Director

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		findings are released, the LCRB will electronically distribute reports to school board of education members and our school district and parochial school contacts.	
		3.2.3. Schedule school board presentations.	Executive Director/School leadership
	Strategy 3.3 Promote LCRB as a worthy recipient of individual and corporate gifts	3.3.1. Conduct communication campaigns to educate community/businesses that LCRB is a 501c3 and how donations are leveraged to support local kids' mental health needs. Promote community gifts through media relations to encourage future giving.	Executive Director
		3.3.2. Cultivate community partners to serve as ambassadors to generate community donations and gifts.	Executive Director/LCRB Trustees/Providers/Community Partners
	Strategy 3.4 Explore collaborative opportunities to address sales tax deficits due to online sales	3.4.1. Schedule meetings with county leadership regarding initiatives that support local economic development and Lincoln County business growth and expansion.	Executive Director/LCRB Trustees
		3.4.2. Leverage available platforms to consistently deliver "Shop Local" messages, from partnerships with local chamber and business associations to messaging through our LCRB communications channels.	Executive Director/LCRB Trustees
Goal #4: Ensure the LCRB's long-term organizational viability	Strategy 4.1 Enhance board engagement to foster robust conversations and diverse perspectives regarding funding allocations	4.1.1. Partner with board members to ensure compliance with bylaws and ability to actively participate in meetings, committees and community outreach.	Executive Director/Board Chair and LCRB Trustees
		4.1.2. Schedule special board meetings that offer platforms, such as a board workshop, to build skills and enhance board unity.	Executive Director/Board Chair and LCRB Trustees
		4.1.3. Issue and analyze board capacity survey to foster understanding of board composition and to guide future board appointments.	Executive Director/LCRB Trustees
	Strategy 4.2 Manage appropriate LCRB staff level to support expanded workload	4.2.1. Maintain budgets to afford a full-time director and part-time assistant with proper technological supports to efficiently manage LCRB business and reporting.	Executive Director/LCRB Trustees
	Strategy 4.3 Consider the LCRB's responsibility to the taxpayer with all funding allocations	4.3.1. Act as good stewards of taxpayers' investments by reporting outcomes, publishing financials, partnering with Lincoln County schools and funding providers who uphold our values and standards of care.	Executive Director/LCRB Trustees/Providers
		4.3.2. Leverage LCRB advocacy efforts and platforms, such as the Legislative Summit, to ensure Lincoln County kids and families have access to needed mental and behavioral health services through private and public insurance offerings to keep pace with demand and	Executive Director/LCRB Trustees/Providers

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		acknowledge the critical role behavioral health services play in our health care systems.	
		4.3.4. Endeavor to mitigate risks associated with funded programs and services that rely heavily on insecure funding sources to serve Lincoln County kids.	LCRB Trustees/Executive Director