

LCRB Strategic Plan 2022 to 2024

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 theme) to safeguard and augment mental and behavioral-related policies and/or funding for prenatal and early childhood programs	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 for early childhood educators/daycares and support staff. Consider a separate grant or training budget to support this objective.	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
	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. Consider a separate section dedicated to crisis intervention services in our school-based assessments conducted twice each school year.	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. Leverage the surveys (differentiate between elementary and secondary schools) to enhance awareness of LCRB-funded programs and resources.	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
Strategy 2.2 Enhance crisis intervention services available through LCRB funding	2.2.1. Continue to offer mental health trainings, such as trauma trainings, for school referral sources and other mandated reporters** (Determine level of need for ongoing LCRB-funded supports, i.e., are non-LCRB grants/funding sources available to address this need)	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 following COVID, 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
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 channel, etc.) to inform, engage and promote healthy children, youth and families	Executive Director/Providers/Community Partners

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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
		3.1.3. Write letters of support for providers seeking additional funding sources	Executive Director
	Strategy 3.2 Enhance school districts' investments in mental health services	3.2.1. Schedule 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.	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	Executive Director
		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	
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

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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
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