

Mapping the Future



Gibson Recovery Center Strategic Plan Update

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"Strategic planning is worthless-unless there is first a strategic vision"

-John Naisbitt

This strategic plan update builds upon and carries forward the planning objectives and accomplishments outlined the 2008 Gibson Center Action Plan and the 2013 Roadmap to the Future strategic plan update. This update outlines Gibson Center Administration’s vision for the upcoming years.

As part of our strategic planning process, we’ve assessed our prior accomplishments, identified areas of improvement, and re-evaluated former goals and objectives.

After extensive conversations with stakeholders, board members, and community leaders, we’ve identified five areas of mission critical strategic priorities that are paramount to the success of the organization. These priorities are outlined below:

Goal 1: To strengthen and expand service delivery and organizational capacity.

Goal 2: Increase the use of technology to expand the efficiency and reach of services.

Goal 3: Expand community relationships, promoting an increased awareness and knowledge of Gibson Centers program and services.

Goal 4: Enhance and maintain the financial stability of Gibson Center.

Goal 5: Strengthen the organization’s recruitment and retention of Gibson Center employees.

Goal 1: Strengthen and expand service delivery and organizational capacity.
Objective 1.1: Monitor key provisions of Health Care Reform in order to position Gibson Center for maximum participation.
Objective 1.2: Maintain CARF accreditation.
Objective 1.3: Conduct ongoing review of services to ensure individuals have appropriate access to service and receive a high-standard quality of care. Use data to evaluate the services and outcomes to determine areas of need.
Objective 1.4: Explore options to upgrade facilities, including new construction of a larger facility.

Goal 2: Increase the use of technology to expand the efficiency and reach of services.
Objective 2.1: Identify opportunities to expand upon Gibson’s current telehealth service capacity.
Objective 2.2: Implement an EHR system to facilitate access to accurate, complete and timely data.
Objective 2.3: Complete transition to electronic document processing.

Goal 3: Expand community relationships, promoting an increased awareness and knowledge of Gibson Centers programs and services.
Objective 3.1: Develop and implement a comprehensive communication plan.
Objective 3.2: Increase internal/external program and agency partnerships to leverage resources and services to address Gibson Center priorities.
Objective 3.3: Increase community education opportunities on addiction, mental health and dual disorders.
Objective 3.4: Utilize media to educate the community regarding addiction and mental health topics, improving community knowledge of Gibson Center services.

Goal 4: Enhance and maintain the financial stability of Gibson Center.

Objective 4.1: Further diversify sources of funding, including pursuing discretionary funding.

Objective 4.2: Continue the agencies focus of cost containment and fiscal responsibility.

Objective 4.3: Develop business plan and annual fund-raising campaign for Gibson Foundation.

Goal 5: Strengthen the organization's recruitment and retention of Gibson Center employees.

Objective 5.1: Improve the internal culture at Gibson Center by attracting and engaging high quality staff.

Objective 5.2: Ensure professional excellence by concentrating on ongoing professional development and training and developing leadership competencies.

Objective 5.3: Increase knowledge and demonstration of cultural responsiveness among Gibson Center staff.

Objective 5.4: Enhance employee satisfaction and retention through engagement, valuing feedback, and recognition.

Mission:

To provide comprehensive services which promote behaviors for a healthy lifestyle.