



# Trinity Counseling Service

## Strategic Plan

FY 2017 – 2022

### Outline

Trinity Counseling Service embarked on a formal strategic planning process in November 2015, with the help of strategic planning consultant, Arthur Firestone. At a two day retreat attended by TCS staff, Board members, clinicians, community partners, and donors, participants reviewed the rich history and mission of Trinity Counseling Service, shared their beliefs and vision for the agency, and set strategic priorities for the next five years. Under the leadership of Whitney Ross, Executive Director, a Strategic Planning Leadership Team was formed, and the resulting Strategic Plan was approved by the Board of Trustees on September 28, 2016.

<b>Client Services and Community Outreach</b>	<b>Finances and Fundraising</b>	<b>People and Organizational Culture</b>
<p><b>Goal:</b> Identify, develop and deliver clinical services and community outreach programs that meet the needs of our clients and our community and provide a solid foundation for the future growth and sustainability of TCS.</p>	<p><b>Goal:</b> Ensure the financial stability and sustainability of TCS.</p>	<p><b>Goal:</b> Build a cohesive, collaborative, professional culture with people that promote mutual respect, integrity, compassion and support for all stakeholders of TCS.</p>
<p><b>Strategies:</b></p> <ol style="list-style-type: none"> <li>1. Become a leader in our community focused on destigmatizing mental health services by providing and supporting programming devoted to education and prevention in our community.</li> <li>2. Strengthen our general counseling services by focusing on quality, collaboration, and sustainability.</li> <li>3. Build effective, lasting partnerships with a broad range of organizations to foster strong community collaboration in programming and outreach.</li> <li>4. Expand and build on our current service provision to ensure exceptional services are available for our community's low-income children, families, and seniors.</li> </ol>	<p><b>Strategies:</b></p> <ol style="list-style-type: none"> <li>1. Refine and increase sophistication of organizational financial oversight.</li> <li>2. Increase donations and diversify funding sources.</li> <li>3. Explore revenue generating programming for increased financial sustainability.</li> <li>4. Establish and renegotiate existing insurance contracts.</li> <li>5. Grow the endowment.</li> </ol>	<p><b>Strategies:</b></p> <ol style="list-style-type: none"> <li>1. Foster a culture of mission-driven decision-making that puts client care above all other aspects of organizational management.</li> <li>2. Increase transparency between Board, administration, staff and clinicians.</li> <li>3. Advance opportunities for growth, professional development, innovation and creativity at all levels of the organization.</li> </ol>

As part of the full Strategic Plan, a complete five year timeline was developed with informed, detailed action items that will be implemented to accomplish the above listed strategies and goals. If you would like to learn more about TCS's Strategic Plan and the organizational vision, please contact Whitney Ross, Executive Director: 609-924-0060 or [whitney.ross@trinitycounseling.org](mailto:whitney.ross@trinitycounseling.org).