



## Strategic Plan Summary

Community Counseling Center has dedicated their strategic planning efforts to focus on four directions. Each direction has defined programs, projects, areas of improvement, expansion, or change. Twice a year we will provide a high-level update on progress toward these areas.



### CLINICAL EXCELLENCE

Prioritize evidence based treatment and support strategies to promote recovery and wellbeing for our clients and their families.

- Increase access to behavioral healthcare services in Ashtabula County
- Expand clinical offerings and use of evidence based practices at Community Counseling Center
- Partner with other community organizations to promote whole health and wellness

### ORGANIZATIONAL STABILITY & GROWTH

Encourage efficient and effective clinical, financial, and administrative practices to support Community Counseling Center in ongoing growth.

- Develop a plan for organizational growth
- Increase internal efficiencies through data driven decision making
- Optimize current revenue streams and expand non-billing revenue sources

### ORGANIZATIONAL CULTURE

Foster a culture that sets CCC apart as a mission driven, service-oriented organization exemplifying the values of passion, compassion, and clinical excellence.

- Encourage passion and excellence for both staff and clients
- Reimagine recruitment
- Strengthen retention and support professional development and recognition of staff engagement

### COMMUNITY LEADERSHIP

Build upon Community Counseling Center's stellar reputation and community engagement.

- Promote branding and awareness of Community Counseling Center as a community provider, partner and resource
- Explore and engage in new partnerships to support funding, administrative, and clinical goals
- Encourage staff involvement in community activities and leadership opportunities



### MISSION

Community Counseling Center is a non-profit behavioral health provider focused on engaging the community in recovery.

### VISION STATEMENT

Community Counseling Center will be recognized as a premier provider of quality behavioral health care services that utilizes evidence-based practices, offers integrated healthcare solutions, and seeks to broaden community access to treatment.



### VALUES

Our services will

- Protect the dignity and privacy of the person served
- Respond to community diversity through culturally sensitive and consumer focused care; and target outcomes that satisfy the consumer and demonstrate program effectiveness.

Our Staff will

- Be friendly, courteous and efficient;
- Observe the highest ethical and practice standards;
- Respond with empathy and compassion to the needs of the individuals we serve, and be committed to staying up to date with behavioral health sciences and current best practices.

Our Service Sites will

- Be accessible to all individuals
- Be safe, hospitable and well organized, and
- Be governed by business practices that are efficient, accountable, and honest.

Our Management will

- Promote respect and dignity among staff;
- Encourage continuing professional development;
- Support staff participation in community activities important to the well-being of the agency, and promote a broad-based partnership of coordinated community care.