

	Southborough Youth and Family Services STRATEGIC PLAN OVERVIEW 2021-2026	
MISSION	<i>To provide compassionate and equitable behavioral health and social services to Southborough residents of all ages</i>	
VISION	<i>Our vision for Southborough is a healthy and strong community that values and accepts all residents and collectively responds to their diverse needs</i>	
VALUES	<p><i>We believe in:</i></p> <ul style="list-style-type: none"> • Mental health services that hold no stigma - Mental health issues are as real and as important as any other health issues. • Accessible and inclusive services – Our services should be accessible to residents in need. We will make the extra effort to mitigate stigma, cost, language, scheduling, and other barriers to service. • Sound principles of care - We ground our work in evidence-based practices and current research, including an emphasis on prevention services. • Promoting self-determination and independence - We empower individuals to make their own decisions about what is best for them and teach them the skills to become more self-sufficient and build upon their strengths. • Respect and equity – We respect the dignity and worth of all people. We strive to provide equitable access to services and speak up for systems that ensure fairness and justice. • Positive youth development – We value the contributions and gifts that young people have to share. • Acting with compassion, integrity, honesty, genuineness, and objectivity • Responsiveness - The needs of a community change with time and we must listen to those needs to meet the challenges Southborough residents face. 	
Goals	Objectives	Strategies
Strengthen internal systems and establish standards of operational excellence and efficiency	Implement HIPAA-compliant IT systems	Implement IT systems for regular data collection and reporting
		Implement IT system for case files and client communications
		Establish secure client database
		Utilize a platform for video conferencing that is HIPAA compliant
	Develop formal policies and procedures re: service delivery	Formalize client screening and triage process
		Develop policies on service delivery excellence
		Develop an annual staff training schedule
		Develop an annual program and service evaluation
		Plan to conduct a community needs assessment and update our strategic plan every 3-5 years
	Strengthen the Youth Commission (YC) board	Write new board member job descriptions
		Identify and access training opportunities
		Leverage member input and outreach assistance more often
		Actively recruit new members with specialized skills/experience
		Determine where volunteers can help with programs
		Differentiate the role of YC board members from the role of FSYC members
	Strengthen the relationship with Friends of the SYC (FSYC)	Outline long-term funding needs with the Friends group
		Determine where volunteers can help with programs
Goals	Objectives	Strategies
Evaluate, refine, and streamline service provision	Clarify and diversify Mental Health Support services	Continue working with clinical consultant to fine tune assessment, treatment planning, and termination/referral process
		Define the parameters of "clinical consultation"
		Integrate cost of annual Interface contract into operating budget
		Establish routine menu of behavioral health offerings beyond counseling services
	Reorganize and streamline Need-Based Services	Evaluate current offerings and define the parameters of this service
		Reassign NBS resource information and applications to Admin Assistant
		Leverage services and resources from local and state organizations/agencies
		Establish process for supporting residents with both mental health and social service needs
		Consider seeking the support of a social service consultant
	Strengthen Prevention Programs	Evaluate current offerings and define the parameters of this service
		Establish menu of evidence-based prevention programming to improve and maintain behavioral health
		Reassign the coordination of prevention programs to Program Coordinator
		Consider seeking the support of a prevention consultant
Learn more about SYFS:	Website: https://www.southboroughtown.com/youth-and-family-services Address: 21 Highland Street, Southborough, MA Email: syfs@southboroughma.com Phone: 508-481-5676	

 SOUTHBOROUGH YOUTH AND FAMILY SERVICES <small>STRENGTHENING OUR COMMUNITY BY SUPPORTING ITS FAMILIES</small>		
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Goals	Objectives	Strategies
Increase awareness of SYFS and involve the community in our mission	Improve marketing materials and strategies	Evaluate current and/or develop new materials as needed
		Enhance marketing strategies to inform the community of our mission, service provision, eligibility, dispel misinformation and destigmatize mental health services
		Maintain and publicize a comprehensive list of services available to all residents
		Consider seeking the support of a graphic designer or marketing specialist
	Establish outreach as its own category of service, to promote SYFS services, health and wellness, decrease stigma, and foster a culture of acceptance	Identify opportunities for routine and annual outreach efforts
		Provide targeted outreach to marginalized segments of the community
		Reassign outreach coordination efforts to the Director and, as it relates to prevention programs, to the Program Coordinator
		Cultivate stronger relationships with key stakeholders and develop new relationships with potential allies
	Continue to collaborate with other town departments, boards and organizations to avoid gaps and duplications in services	Utilize members of the Youth Commission, FSYC, and other allies as ambassadors for the department
		Work with school wellness coordinator, student support services and ELD departments in both towns to leverage each other's resources, information
		Encourage and participate in the establishment of a town safety network
		Work with Board of Selectmen on accessing grants, legislative connections, other resources
		Look for new partnerships and new collaboration opportunities that would be mutually beneficial
Build diversity, equity, and inclusion competencies along with targeted programming and services	Build understanding and appreciation within the department of diversity, equity, and inclusion principles and practices	Enhance staff's capacity to serve and enhance sensitivity to diversity
		Recruit representation from different sectors (people of color, member of the LGBTQ+ community) to the Youth Commission Board when vacancies become available
		Make all materials available both online and in hard copy
		Acquire language translation services, possibly for all town departments
	Ensure all marketing materials, programs and services are inclusive and accessible	Ensure all marketing materials include cultural diversity and gender inclusive language
		Consider seeking out the support of DEI consultants to review marketing materials and inclusivity of programs and services
		Support the newly established Equity Coalition
		Work with specialized organizations (GSA Link, for example) to plan workshops/meetings/trainings for residents
	Support diversity and inclusion programming and services in order to promote a culture of kindness and inclusion in Southborough	Identify opportunities to participate in DEI discussions and programming with other organizations/departments
		Promote DEI programs and trainings outside of Southborough that are available to Southborough residents
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