
	Southborough Youth and Family Services STRATEGIC PLAN OVERVIEW 2021-2026		
MISSION	To provide compassionate and equitable behavioral health and social services to Southborough residents of all ages		
VISION	Our vision for Southborough is a healthy and strong community that values and accepts all residents and collectively responds to their diverse needs		
VALUES	<p>We believe in:</p> <ul style="list-style-type: none"><li>• <b>Mental health services that hold no stigma</b> - Mental health issues are as real and as important as any other health issues.</li><li>• <b>Accessible and inclusive services</b> – 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.</li><li>• <b>Sound principles of care</b> - We ground our work in evidence-based practices and current research, including an emphasis on prevention services.</li><li>• <b>Promoting self-determination and independence</b> - 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.</li><li>• <b>Respect and equity</b> – 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.</li><li>• <b>Positive youth development</b> – We value the contributions and gifts that young people have to share.</li><li>• <b>Acting with compassion, integrity, honesty, genuineness, and objectivity</b></li><li>• <b>Responsiveness</b> - The needs of a community change with time and we must listen to those needs to meet the challenges Southborough residents face.</li></ul>		
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	
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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: <a href="https://www.southboroughtown.com/youth-and-family-services">https://www.southboroughtown.com/youth-and-family-services</a> Address: 21 Highland Street, Southborough, MA    Email: <a href="mailto:syfs@southboroughma.com">syfs@southboroughma.com</a> Phone: 508-481-5676		

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<b>Goals</b>	<b>Objectives</b>	<b>Strategies</b>	
<b>Increase awareness of SYFS and involve the community in our mission</b>	<b>Improve marketing materials and strategies</b>	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	
	<b>Establish outreach as its own category of service, to promote SYFS services, health and wellness, decrease stigma, and foster a culture of acceptance</b>	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	
		Utilize members of the Youth Commission, FSYC, and other allies as ambassadors for the department	
	<b>Continue to collaborate with other town departments, boards and organizations to avoid gaps and duplications in services</b>	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	
<b>Goals</b>	<b>Objectives</b>	<b>Strategies</b>	
<b>Build diversity, equity, and inclusion competencies along with targeted programming and services</b>	<b>Build understanding and appreciation within the department of diversity, equity, and inclusion principles and practices</b>	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	
	<b>Ensure all marketing materials, programs and services are inclusive and accessible</b>	Make all materials available both online and in hard copy	
		Acquire language translation services, possibly for all town departments	
		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	
	<b>Support diversity and inclusion programming and services in order to promote a culture of kindness and inclusion in Southborough</b>	Support the newly established Equity Coalition	
		Work with specialized organizations (GSA Link, for example) to plan workshops/meetings/trainings for residents	
		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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