

Channel Marker Strategic Plan 2024

MISSION Channel Marker creates a healthy community by providing integrated care that promotes and supports mental health and wellness.

VISION Channel Marker envisions a community where mental wellness is valued and supported through trust, hope, and dignity.

CORE VALUES

Excellence Innovation Integrity Respect Responsive Teamwork

DRIVING STRATEGY 1

Funding Model: Evaluate and implement optimal funding model to enhance long term viability.

OBJECTIVE To increase revenue by diversifying our funding sources and enhancing organization support resources.

DRIVING STRATEGY 2

Service Portfolio: To meet changing service needs and increase client census while maintaining a standard of excellence in service delivery.

OBJECTIVE To evaluate service gaps and growth opportunities by assessing our service portfolio and expanding our strategic partnerships.

DRIVING STRATEGY 3

Human Capital: Target plans to increase the workforce pool and improve staff recruitment and retention.

OBJECTIVE Develop and implement staff-centered initiatives through deliberate training, creative advertising, and employee benefits package analysis.

DRIVING STRATEGY 4

Infrastructure: Enhance and modernize infrastructure to support organizational growth and efficiency.

OBJECTIVE Develop and execute a fundraising campaign to raise funds for facilities, vehicles, technology, and endowment.