

## Channel Marker Strategic Plan 2020-2022

### Mission and Vision

<b>Mission</b>	
Channel Marker creates a healthy Mid-Shore community through mental illness prevention programs, wellness support, and adaptive community services to individuals and their families.	
<b>Vision</b>	
Channel Marker envisions a community where mental illness is treated and understood with trust, hope, and dignity.	
<b>Values</b>	
<b>Excellence</b>	Maintain systematic and continuous improvement in quality of services.
<b>Innovation</b>	Sustain an organizational culture that supports creativity and change.
<b>Integrity</b>	Contribute to the mission through our interactions and conduct with one another.
<b>Respect</b>	Treat other with dignity and recognize the importance of diversity.
<b>Responsive</b>	Serve and support clients and families their mental health wellness rehabilitation goals.
<b>Teamwork</b>	Recognize the valuable contributions of each staff member.

### Key Areas and Goals

<b>Key Area I: Infrastructure</b>
<b>Goal 1:</b> Reevaluate and reset physical infrastructure of next generation of CMI services in Dorchester County.
<b>Goal 2:</b> Evaluate and address fleet needs in Talbot, Dorchester, and Caroline Counties based on mix of services.
<b>Goal 3:</b> To improve efficiency, program quality, and data collection through the use of industry current software and technology.

<b>Key Area: II Funding</b>
<b>Goal:</b> Diversify funding sources for organizational sustainability.

<b>Key Area III: Staffing</b>
<b>Goal:</b> Recruit, retain, and develop a qualified workforce.

<b>Key Area IV: Board Development</b>
<b>Goal:</b> Identify and assign key tasks and responsibilities to increase board engagement and effectiveness.

<b>Key Area V: Programming</b>
<b>Goal:</b> Continuously improve and innovate programming through client needs evaluation, person-centered planning, and staff development.

<b>Key Area VI: Marketing/Rebranding</b>
<b>Goal:</b> Continue to educate the community on behavioral health awareness through a variety of activities.