

# STRATEGIC PLAN OVERVIEW



## Mission

We seek to serve the comprehensive needs of families with the goal of improving familial relationships, health, and togetherness to strengthen outcomes for children.



## Vision

We strive to improve the lives of families, communities, and youth.



## Values

Service to Others,  
for Others.

CONNECTING FAMILIES.  
DEVELOPING RELATIONSHIPS.  
IMPROVING COMMUNITIES.

## STRATEGIC VISION FOR COMPREHENSIVE SERVICE EXPANSION

Family Links envisions a future where every child, family, and community member has access to critical supports through integrated case management, therapy, and life skills coaching in both school-based and community-based settings. This includes providing school-based training and professional development for educators and leaders to strengthen mental and behavioral health outcomes for youth.

By supplementing program costs with public and private insurance and partnering with mission-aligned organizations, Family Links is creating a shared resource model designed to maximize collective impact and strengthen long-term community outcomes.



# OUR PATH FORWARD

## GOALS AND PERFORMANCE METRICS

### ORGANIZATIONAL GOALS

Expand  
statewide  
service  
delivery

Increase  
services  
offered

Maintain and  
expand  
contracts  
with state  
agencies

Increase  
strategic  
partnerships  
with  
nonprofit  
organizations

Launch  
subsidiaries  
to expand  
service  
delivery

Strengthen  
community  
engagement  
and visibility

Cultivate  
leadership &  
staff

Leverage  
policy &  
advocacy

### KEY PERFORMANCE INDICATORS

**Service Expansion:** Grow geographic reach and client base

**Quality & Compliance:** Meet or exceed partner and evidence-based standards

**Community Engagement:** Build relationships with partners, schools, and families

**Workforce Development:** Recruit, develop, and retain staff to strengthen the care pipeline

**Client-Centered Impact:** Demonstrate measurable improvements in family stability, mental health, and satisfaction

# STRATEGIC SERVICE DELIVERY

## WHAT WE DO

Providing integrated case management, therapy, and life skills coaching delivered in both school-based and community-based settings.

### Target Audience:

- Children, youth, and families needing mental health and supportive services
- Schools, nonprofits, and agencies seeking coordinated partnerships
- Communities statewide needing accessible, integrated services

### Services/Approach:

- Integrated case management, therapy, and life skills coaching
- Cross-sector collaboration with schools, nonprofits, universities, and state agencies
- Shared resource model leveraging insurance and public funding to expand impact

### Client Outcomes:

- Greater family stability and improved mental and relational health
- Broader access to supports across all stages of childhood and young adulthood
- Stronger community outcomes through coordinated, trauma-informed care



### FAMILY LINKS RESIDENTIAL & YOUTH SERVICES

Supporting youth and young adults through evidence-based, community- and home-based services that build stability, skills, and positive behavior.

### Target Audience

- Youth and young adults ages 12–24 needing behavioral, academic, or social support

### Services/Approach:

- Community and home-based services focused on truancy prevention, behavior management, mentoring, and transitions from restrictive placements
- Three-tier support model
  - Tier 1 – Engagement, assessment, mentoring, foundational skill-building
  - Tier 2 – Targeted planning, increased frequency, family coaching, referrals
  - Tier 3 – Licensed clinical intervention, therapy, behavioral planning, wraparound coordination

### Client Outcomes:

- Improved behavior and social-emotional skills
- Better school engagement and reduced truancy
- Stronger family relationships and stability



### FAMILY LINKS EARLY LEARNING CENTER

Providing high-quality early education services focusing on nurturing care, a robust curriculum centered on math, literacy, science, and social-emotional learning, and laying a strong foundation for lifelong success.

### Target Audience:

- Children 0–5 and their families
- Families seeking licensed, high-quality early learning
- Working parents using private pay or CCDF vouchers

### Services/Approach:

- Evidence-based curriculum (literacy, math, science, SEL)
- Nurturing classrooms with low ratios
- Family engagement and holistic supports

### Client Outcomes:

- Higher kindergarten readiness and early achievement
- Stronger social-emotional skills
- Greater family stability and involvement

# STRATEGIC PARTNERSHIPS

**COORDINATED. COMPREHENSIVE. WRAP AROUND SUPPORTS.**

Schools	Community-Based Nonprofits	Universities	State Agencies
Comprehensive Student Support Services	Life Skills Coaching for Families & Youth	Counselor Training Pipeline	Trauma-Informed Counseling & Therapy
Life Skills Coaching & Counseling Services	Intensive Case Management	Training Programs for New Clinicians	Case Management for Families
Job Skills & Mentoring for Youth	Trauma-Informed Counseling		Mentoring for Violence & Substance Abuse Prevention
Teacher & Administrator Wellness			Comprehensive School-Based Mental Health Programs

# ROADMAP TO SUCCESS

Family Links will adopt a multi-phased approach to implement its expanded vision, ensuring programs remain impactful, sustainable, and responsive to community needs.

