

MUJERES LATINAS EN ACCIÓN : STRATEGIC PLAN FY 2017-2019

CORE STRATEGIES	A. FOCUS ON FLEXIBLE ADAPTATION TO DEMOGRAPHIC SHIFTS IN LATINO POPULATION OVER TIME		B. FOSTER INNOVATION IN TRADITIONAL PROGRAM MODELS			C. IMPROVE OUTCOMES TO LEVERAGE FINANCIAL GROWTH AND BRAND RECOGNITION	
MAJOR GOALS	1. Engage in strategic placement of smaller, nimbler satellite locations, co-located with partner agencies	2. Assess current facilities and make decisions about renovation and/or sale	3. Assertively build partnerships with health systems and universities that concretely expand MLEA-branded service reach in the Chicago metro area	4. Broaden and deepen the MLEA Training Institute’s curriculum and reach	5. Expand communications, outreach and services to strategically selected target populations	6. Achieve financial sustainability and growth of unrestricted dollars	7. Engage is more rigorous, systematic Continuous Quality Improvement (CQI) Processes
KEY OBJECTIVES	<p>1.1 Deepen Continuous Quality Improvement (CQI) capacity such that program data is consistently used to improve program delivery and inform where services are increasing, decreasing or changing.</p> <p>1.2 Conduct more outreach in the Southwest and Northwest suburbs.</p> <p>1.3 Explore ways to provide some of MLEA’s traditional services via phone and web.</p>	<p>2.1 Form Space/Facilities Committee.</p> <p>2.2 Hire experts to conduct a comprehensive facilities assessment and make recommendations. (e.g. IFF).</p> <p>2.3 Act on facilities recommendations.</p>	<p>3.1 Conduct a cost benefit analysis of MLEA’s capacity to enter the behavioral health field.</p> <p>3.2 Consider the new partnership with Esperanza as a pilot project—document the process and reflect on lessons learned at each step.</p> <p>3.3 Identify a potential health system partner willing to train/mentor MLEA on the expectations and process for becoming a certified behavior health provider for Medicaid and/or insurance exchanges.</p> <p>3.2. Assertively package and market culturally competent Sexual Assault and DV services to health systems and universities on a contract basis.</p>	<p>4.1 Develop a copyrighted package of curriculum and consultation services focused on the provision of linguistically and culturally competent S.A. And D.V. services.</p> <p>4.2 Market this training.</p> <p>4.3 Grow capacity to manage professional partnerships and training—hire a partnership coordinator.</p>	<p>5.1 Expand outreach and services to LatinX (Second and third generation Latina/o-young adults who are both bilingual and English speaking.)</p> <p>5.2 Expand programming to the LGBTQ community.</p> <p>5.3 Expand programming for men and boys.</p> <p>5.4. Upgrade and update technology, social media, and re-style MLEA brand to specifically engage the above target audiences.</p>	<p>6.1 Leverage partnership and program innovations to include the provision of services through contracts/fees (e.g. legal services, etc.)</p> <p>6.2 Earn new revenues by charging for supervised visitation services.</p> <p>6.3 Charge fees for some counseling and therapy services.</p> <p>6.4 Continue to grow individual donor base.</p> <p>6.5 Continue to grow the board to include people with diverse skills, experience and relationships.</p>	<p>7.1 Train staff in Lean Six Sigma methods.</p> <p>7.2 Grow internal evaluation capacity—hire CQI manager.</p> <p>7.3 Form CQI Committee.</p> <p>7.4 Update ETO system.</p>