

Tennessee Voices for Children
Strategic Planning Session
September 16, 2015

In Attendance:

Rikki Harris	Devika Kumar	Brad Gray
Sheila Peters	Brian Taylor	Rhonda Ashley-Dixon
Dick Blackburn	Adam Horn	
Bama Wood	Kim Sterling	
Debbie Webb	Kathy Rogers	
Bill Kirby	Blair Chapman	
Katrina Donaldson	Natalie Ray	

Start: 12:11 pm

I. Welcome – Sheila Peters, Ph.D.

Sheila welcomed everyone to the Strategic Planning Session and then asked Brad Gray to begin the planning session.

II. Strategic Planning- Brad Gray

Brad began by asking Rikki to introduce a new Board member, Bill Kirby. After Rikki introduced Bill, Brad continued with the strategic planning. Brad stated that the focus of this session was to develop goal concepts to generate the big picture for the next 3-5 years. He gave an overview of the last session in June and discussed how the Board had worked on revising the mission and core values and also created a SWOT analysis. He stated that once the goal concepts were formed, they would be given to the Strategic Planning Committee to review, form strategies, and present to the Board at the October Board meeting. Brad stated that Rikki was going to share her vision points for TVC’s future.

III. Vision Points- Rikki Harris

Rikki began by introducing another new Board member, Rhonda Ashley-Dixon, to the Board. Then, Rikki directed everyone toward the screen to highlight her vision points. She began by discussing accreditation and improving quality and services. Rikki also discussed TVC’s marketing. She mentioned the difference between being an advocacy agency or a provider. Her vision is for TVC to have more of a statewide presence and be a leader, especially in the area of CFSS. Rikki would also like to see TVC grow and diversify as well. She mentioned the possibility of acquiring smaller

non-profit organizations. Another highlighted vision is our property. Rikki stated that the value of our property has increased since the recent development in our area has taken place.

Rikki is looking forward to putting the strategic plan into place and envisions a successful future for TVC.

IV. Strategic Planning – Brad Gray

Brad asked everyone to look over the TVC Core Values document in their packet. He stated that the Core Values Committee had met and narrowed the list down to six core values. He stated that they had also presented these to the Board in July and the Board had approved these after making an edit to the third core values statement. Then, he asked Rhonda and Bill to read the Core Values statements aloud. After reading them, Bill suggested that each point have one word to encompass that particular point/core value.

Dick Blackburn asked about the accreditation process that was previously discussed at the last meeting. Rikki Harris and Kim Sterling stated that after researching several organizations, they had decided to pursue accreditation through CARF (Commission on Accreditation of Rehabilitation Facilities).

Brad then discussed that the Mission Committee had also met, revised the mission, and presented it to the Board in July. The Board decided to accept it with the possibility of making a few changes to the new mission. Brad asked Debbie Webb to read the mission statement aloud. Brad asked a member of the Mission Committee to explain how they came up with the new mission. Devika Kumar explained that the committee had combined terms from all three of the statements they were given after the Strategic Planning Session in June. They used those terms and tried to communicate TVC's purpose. Bill Kirby suggested the use of a shorter slogan or tag line to accompany the mission statement.

Next, Brad formed four groups with the Board members and TVC staff. He assigned each group a different section of the SWOT analysis and asked them to focus on creating goals for a couple of the areas listed in that section. Each group discussed and created goals and then shared those goals with the entire group.
(Please see Attachment A)

After each group had presented their goals with the larger group, Brad stated that there was a lot of commonality among the goals presented. Sheila Peters stated that the opportunity group had created a list that was very close to the overall goals for the organization. Brad directed the Board members to look over the items listed by the opportunity group again and decide if they wanted to add anything else to the list. The Board members decided to add two more items to the list of goal concepts.
(Please see Attachment B)

Brad explained that the goal concepts would be sent to the Strategic Planning Committee for review and editing and then they would be presented to the Board at the meeting on October 16, 2015. Brad also stated that after they were voted on by the Board, then the goals would have to be budgeted and Board members would have to be involved to insure the goals are carried out. He asked the Board members if they were willing to commit to this and they agreed. Several Board members and staff stated that they were excited to see the goals carried out and help TVC move toward a successful future.

Sheila thanked everyone for their participation and insight. She stated the Strategic Planning Committee would meet on Wednesday, September 23, 2015 to review the goal concepts.

Adjourned: 2:10 p.m.

Attachment A

Strengths

- Develop metrics and outcomes which will communicate the effectiveness of services provided.
 - FSS Certification- Market FSS training to parents, community and other mental health organizations (to continue to be a leader).
 - System of Care Approach
 - Strong collaboration
 - Motivated, passionate and knowledgeable
- } Prove this through outcomes and evaluation.

Weaknesses

- Lack of diversity of funding.
 - Explore funding options that reach more youth and families that need our services and a workforce best equipped to deliver quality services
 - Determine risk parameters we are willing to take
- Outcome Data/Quality Measurements
 - Maximize current tools and instruments to deliver needed data
 - Explore different instruments as needed
 - Streamline system to analyze and share data we currently have
 - Include timelines
- Staff Issues
 - Explore certification
 - Improve training and orientation
 - Incorporate cultural competence

Opportunities

- Establish best practice of services and training for TVC in all areas.
- Shift a greater percentage of federal funding for services provided to MCO.
- Grow services for early childhood, A&D and Telehealth to reach every county in Tennessee.
- Increase revenue by 100% through donors, grants and fundraising.
- Become an accredited organization.
- Leverage strengths of brand to grow revenue and services.

Threats

- Development of fundraising
 - Capital campaign/fundraising plan strategy 3-5 years
 - Donors
 - Alternative sources of funding (MCO funding)
 - Grant writing

- Marketing Campaign
 - Brand awareness (go big or die)
 - Reduce stigma
 - Development of a new “big idea” or promotion

- Building relationships with key leaders across the state of Tennessee
 - Leverage Board members relationships

- Statewide Events
 - State of the Child Conference
 - Make it an annual conference
 - Hold the conference in either East or West TN in off years
 - Hold a conference geared toward FSS

Attachment B

Goal Concepts

1. Establish best practice of services and training for TVC in all areas.
2. Shift a greater percentage of federal funding for services provided to MCOs.
3. Grow services for all programs to reach every county in Tennessee.
4. Increase revenue by 100% through donors, grants and fundraising.
5. Become an accredited organization.
6. Leverage strengths of brand to grow revenue and services.
7. People's lives/outcomes/data
8. Overall marketing for the organization (#4 and #6)