

**NAMI NORTH CAROLINA STRATEGIC PLAN
2008-2013**

STRATEGIC GOALS	FIVE-YEAR OBJECTIVES	ONE-YEAR OBJECTIVES	STRATEGIES
GOAL ONE: Enhance NAMI North Carolina's visibility.	Develop a marketing plan to increase public awareness and name recognition. (D)	Celebrate NAMI NC's 25 th Anniversary in 2009 (25 th year runs from 3/09 to 3/10)	Create an anniversary logo and message for communications, events, and programs. Track the hits to the NAMI NC website. Continue the transition to standard NAMI logos, fonts, and templates.
	Develop a communications plan to enhance the flow of information between and among NAMI NC, the local affiliates (D)		Categorize emails to affiliates by general topics. Offer Clippings in electronic form, by email, and with more visibility on the website.
	Strengthen and influence state and local policy-making. (P)		Make appointments to fill two NAMI NC seats on the MH Planning Council and the Human Rights Cmtes at the state hospitals. Call to the attention of affiliates the importance of representation on local CFACs, LME Boards, and other local committees that give NAMI a "seat at the table" through emails and conference calls Post the NAMI NC Public Policy Agenda, or link, prominently on the home page of the website.

<p>GOAL TWO: Renew and expand existing programs and build new ones</p>	<p>Access program needs and identify the plans for growth and development of NAMI NC Health Programs (E) state and local level through the monthly conference calls. (CC)</p>	<p>Recommend policy and guidelines on each guideline for the planning, implementation, quality assurance, and evaluation of NAMI NC Programs, Helpline, and Annual Conference and Institutes.</p>	<p>Create a project to increase 660 classes supported including at least 100 per state speaking individuals recognized by existing classes with 40 new teachers.</p>
		<p>Establish needed guidelines and criteria from the Education Committee for program integrity and accountability (ex: selection of partners when supply exceeds capacity)</p>	<p>P2P: 4 classes, 32 new mentors trained 2 new state mentors Get teams of (3) completed with back-up.</p>
<p>STRATEGIC GOALS</p>	<p>FIVE-YEAR OBJECTIVES</p>	<p>ONE-YEAR OBJECTIVES</p>	<p>STRATEGIES SGF:</p>
		<p>Continue to increase teachers and participants in all programs. Launch Connections in Jan 09</p>	<p>Determine Baseline on Support Groups Add 20% more S.G. state wide Conduct 2 Support Group Fac. Trainings</p>

<p>GOAL TWO: Renew and expand existing programs and build new ones</p>	<p>Assess program needs and prioritize plans for growth and development of NAMI NC Programs. (E)</p>	<p>Recommend policy and provide guidance for the planning, implementation, quality assurance, and evaluation of NAMI NC Programs, Helpline, and Annual Conference and Institutes.</p> <p>Establish needed guidelines and criteria from the Education Committee for program integrity and accountability (ex: selection of trainers when supply exceeds capacity) Continue to increase teachers and participants in all programs. Launch Connections in Jan 09</p>	<p>F2F: goal of 660 class attendees, including at least (1) veterans, (1) class for Spanish speaking individuals goal of 3 teacher trainings classes with 40 new teachers.</p> <p>P2P: 4 classes, 32 new mentors trained 2 new state mentors Get teams of (3) completed with back-up.</p> <p>SGF: Determine Baseline on Support Groups Add 20% more S.G. state wide Conduct 2 Support Group Fac. Trainings</p> <p>IOOV: Engage the current presenters 1 IOOV presenter training Increase number of presentations from 80 to 120 presentations</p> <p>Basics: 6 classes offered with an average of 10 participants 1 teacher training with 16 new teachers 2 train the trainers trained</p> <p>Young Families</p>
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<p>GOAL THREE: Partner with Affiliates to facilitate direct-to- Affiliate support and development.</p>	<p>Strengthen participation and advocacy through training, NAMI NC program, and materials and other (C)orts that help local affiliates with sub committee of the CC to address in visits and accomplishing their mission (P) and transition age youth</p>	<p>Subcommittee ability of the affiliates they complete to help affiliates strengthening IOOV, R2P if called by provide a new assistance to new affiliates.</p>	<p>Continues Affiliate Building project of the include that will face visits with follow-up to ensure their understanding of the roles NAMI NC responsibilities, to learn what the affiliate is doing in the community, and to give</p>
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and direct assistance
with bylaws, tax-
exempt documents,
etc. to local
affiliates.
Do Board visits to all
affiliates as
“ambassadors” and
follow-up reporting
Do a minimum of 3
staff contacts to new
affiliates in the first
three months to
assist in completion
of basic documents,
501c3, bylaws, PR,
etc.
Categorize NAMI
state-to-affiliate
emails by topic or
priority so affiliates
can better organize
information they
receive
electronically.

<p>GOAL THREE: Partner with Affiliates to facilitate direct-to- Affiliate support and development.</p>	<p>Strengthen grassroots advocacy through trainings, communication, materials, and other supports that help local affiliates become more effective in accomplishing their mission. (P)</p>	<p>Ensure the viability of the affiliates by completion of affiliate strengthening activity and by providing extra assistance to 7 new affiliates.</p>	<p>Continue Affiliate Building project to include face-to-face visit with follow-up to ensure understanding of the roles and responsibilities, to learn what the affiliate is doing in the community, and to give recommendations and direct assistance with bylaws, tax-exempt documents, etc. to local affiliates.</p> <p>Do Board visits to all affiliates as “ambassadors” and follow-up reporting</p> <p>Do a minimum of 3 staff contacts to new affiliates in the first three months to assist in completion of basic documents, 501c3, bylaws, PR, etc.</p> <p>Categorize NAMI state-to-affiliate emails by topic or priority so affiliates can better organize information they receive electronically.</p> <p>Provide notification/ links to local affiliates so they will take advantage of electronic newsletters and regular postings through Friday Facts, etc.</p> <p>Maintain the affiliate bulletin boards from the state office through monthly staff calls to verify information.</p>
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<p>GOAL FOUR: Strengthen NAMI NC's advocacy involvement in State Reform (Systems Transformation)</p>	<p>Study the role of NAMI NC in the General Assembly, the Division and Department of Community Development and Convention participation. (CC)</p>	<p>Develop a list of responsibilities to be shared across the state through representatives from state affiliates and position papers that will represent NAMI NC with one voice. Work with legislative leadership or NAMI champions to introduce legislation</p>	<p>Review, update, and practice all by NAMI NC/OSA/CC Affiliate Presidents to appoint representatives and charge NAMI NC will propose to join as administrative changes such as the Centers for Excellence to the outpatient teleconference. Beer Support and discuss in session in monthly CC meetings. Ask CC members to report at their affiliate meetings to establish regular communication between CC/affiliates. Ask CC members to promote the CC at events and conferences, then report back. Develop a CC brochure that lists the duties of and goals of the CC to help promote the group.</p>
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<p>GOAL FOUR: Strengthen NAMI NC's advocacy involvement in State Reform (Systems Transformation)</p>	<p>Strengthen NAMI NC's advocacy on the NC Legislature, the Division of Health Service Regulation, and Office of the Governor. (P)</p>	<p>Develop a unified response to Mental Health concerns across the state through policy statements and position papers that will represent NAMI NC with one voice. Work with legislative leadership or NAMI champions to introduce legislation</p>	<p>Review, update, and prioritize the NAMI NC Public Policy Agenda Identify specific issues for which NAMI NC will propose bills/administrative changes, such as the Centers for Excellence, outpatient commitment, Peer Support inclusion in service definitions, and Community Support, thus getting our issues into Coalition bills or into the approval process in a timely fashion and with key support. Meet with Rep. Insko, Sen. Nesbitt, Division Directors, and UNC to get support for Centers of Excellence concept and bill sponsorship in the long session. Give specific endorsement to local CFAC's with emphasis on their importance in mental health reform Develop an effective electronic communication tool that makes public policy positions and legislative news from NAMI NC more accessible to members and to the public.</p>

<p>GOAL FIVE: Secure the fiscal capacity to support all the goals of the Strategic Plan</p>	<p>Strengthen NAMI to NC's NAMI North Carolina and the National Alliance for Caregiving and Dementia (NACD) advocacy work. (P)</p>	<p>May inform increased Public Policy issues related to NAMI's 100th anniversary. Address more LEM contracts CFAC's. (CC)</p>	<p>Rewrite NAMI-NC's Development Plan and Strategic Statement. NAMI-NC and local affiliates lead two databases in DBMed and provide better history and state and local data in DP, consider rapid blasts the Devo Center and the Board. Send Affiliates formal letters to teach the executive Board members and</p>
<p>STRATEGIC GOALS</p>	<p>FIVE-YEAR OBJECTIVES</p>	<p>ONE-YEAR OBJECTIVES</p>	<p>STRATEGIES volunteers to make donor calls using targeted lists generated from DP. Hold a donor recognition social in September to recognize supporters from FY07-08. Find funding to replace the BMS grant. Include a regular column in Clippings on planned giving. Hold NAMI Walks in May in Raleigh, with possible extension events or virtual</p>

<p>GOAL FIVE: Secure the fiscal capacity to support all the goals of the Strategic Plan</p>	<p>Increase revenues to grow NAMI North Carolina with diversified funding sources. (D)</p>	<p>Meet new increased revenue targets in the budget (Walk 100,00, annual fund 115,000,.) Add two more LME contracts</p>	<p>Rewrite NAMI NC's Development Plan and Case Statement. Build and standardize donor databases in DP. Analyze giving history and trends from data in DP, providing reports to the Dev. Cmte. and the Board. Send 4 Annual Fund letters. Use selected Board members and volunteers to make donor calls using targeted lists generated from DP. Hold a donor recognition social in September to recognize supporters from FY07-08. Find funding to replace the BMS grant. Include a regular column in Clippings on planned giving. Hold NAMIWalks in May in Raleigh, with possible extension events or virtual Walks in locations too distant for travel. Allow time at each Board meeting for brainstorming.</p>
	<p>Establish an endowment for future support of consumer initiatives and peer programs, involving the Consumer Council in the initiative. (CC) Support, also, for sending members to the National Convention and NAMI NC events.</p>		<p>Write a grant to fund the consumer initiatives, including peer to peer, rewrite of peer support definitions, and Connections preparation and maintenance CC sponsored fundraising/promotional events?</p>

	<p>Provide advice to the Board and ED throughout the year to achieve and maintain financial stability through effective management of investments, endowment funds, and operational infrastructure. (F)</p>	<p>Review investment allocations and recommend changes or adjustments. Review employee benefits and recommend changes or adjustments.</p>	<p>Plan for future increases in employee salary ranges. Establish a retirement plan for full-time employees with tentative implementation 7/1/09. Do an investment analysis with Vanguard to determine if the current asset allocation and mutual fund choices are appropriate for our goals.</p>
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