



2019-2021 Strategic Plan

STRATEGIC PRIORITY ONE

Prepare and position Unity House for New York State's transformation of the service delivery and reimbursement systems

- Outcome 1:** Elevate staff morale by addressing communication, recognition and safety.
- Outcome 2:** New collaborations and affiliations designed to support growth and assure sustainability within the shifting reimbursement system.

STRATEGIC PRIORITY TWO

Create an agency-wide culture of continuous quality improvement and data-driven decision making for program planning and agency operations

- Outcome 1:** Information systems will be reviewed and optimized to ensure maximum efficiencies, corporate compliance, and interoperability with partner and population health systems.
- Outcome 2:** Programs will grow and adjust based on community and service recipients' needs.
- Outcome 3:** Program reports will demonstrate compliance, quality and impact with appropriate levels of detail for each stakeholder group (community, funders, board, management and staff).
- Outcome 4:** Gain a thorough understanding of our information security risk profile that is inclusive of a remediation plan.

STRATEGIC PRIORITY THREE

Improved name recognition for Unity House and improved public awareness of our wide range of programs and our impact on the individuals we serve

- Outcome 1:** A successful marketing plan to build UH's reputation and name recognition in the counties we serve.
- Outcome 2:** An internal communication plan to improve staff understanding and familiarity of agency programs and services.
- Outcome 3:** A plan to engage local leaders and partners to assure our clients are fully integrated within the community (i.e., parents/families, church leaders, first responder groups, educational entities, service organizations, businesses).
- Outcome 4:** An intentional and detailed three-year strategy to consistently promote planned giving.