

# FAMILY SHADE STRATEGIC PLAN

DECEMBER 2011 TO SPRING 2013

## GOAL 1. To develop the organizational infrastructure for Family SHADE.

1.1 The Advisory Board, collaborating with Family SHADE staff, will submit bylaws for approval to Family SHADE by November 2011.

➤ *Measure: Family SHADE bylaws will be adopted at the fall Summit in November 2011.*

1.2 The Family SHADE Advisory Board, with assistance of Family SHADE staff, will develop a governance structure and submit it to Family SHADE members for approval by May 2012.

➤ *Measure: The membership will elect officers and the new Advisory Board by May 2012.*

1.3 The Advisory Board, collaborating with Family SHADE staff, will develop a communication structure for members and families by May 2012.

1.3.1 Family SHADE staff will establish a website and Facebook page by January 2012.

1.3.2 Family SHADE staff will develop a directory with members' contact information by January 2012.

1.3.3 Family SHADE staff will contract with Children and Families First to establish a database by May 2012.

1.3.4 Family SHADE staff will develop an online member's forum (listserv) by December 2011.

1.3.5 Family SHADE staff will produce and disseminate a Family SHADE newsletter four times a year.

➤ *Measure: Member satisfaction will be assessed via periodic surveys and impact calls.*

## **GOAL 2. To develop outreach to Family SHADE's constituency.**

2.1 The Advisory Board, in collaboration with Family SHADE staff and members at large, will increase awareness and engagement of Family SHADE members, potential members and families of CYSHCN within 6 months of adoption of the strategic plan.

2.1.1 Family SHADE will fund a mini-grant to host a health fair/symposium where information about Family SHADE and member organizations will be shared with families and other organizations.

➤ *Measure: A survey of families and organizations participating in the health fair/symposium will assess whether this activity provided helpful information to families about Delaware's services and health care system.*

2.1.2 Family SHADE will support outreach to families of children with special health care needs with a specific focus on underserved families.

➤ *Measure: The effectiveness of strategies used to provide information to underserved families will be assessed using focus groups.*

➤ *Families' awareness and understanding of Family SHADE will increase by 20% by fall 2013 as assessed using impact calls.*

2.1.3 Family SHADE organizations and staff will provide families of CYSHCN with information about Families Know Best (FKB).

➤ *Measure: Family participation in FKB will increase by 20% by the fall 2012 Summit.*

2.1.4 Family SHADE will support outreach to member organizations.

- *Measure: The effectiveness of strategies used for member outreach will be assessed via a survey of members and subsequent report.*

2.1.5 Family SHADE will increase outreach among the medical community by the fall 2013 Summit.

- *Measure: The number of new contacts made among the medical community and the quantity of materials with information about Family SHADE that are disseminated to medical professionals will be used to assess outreach to the medical community.*

### **GOAL 3. To build capacity of Family SHADE member organizations.**

3.1 The Advisory Board (and officers, when elected) in collaboration with Family SHADE staff and members, will increase the effectiveness and efficiency of member organizations in serving families by building collaborative connections and a better understanding among member organizations by July 2013.

3.1.1 Family SHADE staff will increase the effectiveness and efficiency of member organizations by providing technical assistance to them by the fall 2012 Summit.

- *Measure: Survey technical assistance participants to assess their satisfaction and impact of the technical assistance provided.*

3.1.2 Family SHADE Advisory Board and staff will encourage collaboration of member organizations.

- *Measure: Family SHADE staff will track the participation of member organizations included in mini-grant proposals in 2012, and the majority of grant submissions will be collaborative in nature.*
- *Measure: Report collaborative activities among member organizations, including family referrals to other member organizations where possible.*

#### **GOAL 4. To develop a process and plan for sustaining Family SHADE.**

4.1 The Family SHADE Advisory Board, in collaboration with Family SHADE staff, members at large and an external evaluator, will develop structures and practices after adoption of the strategic plan to encourage sustainability of Family SHADE.

4.1.1 Establish Sustainability Committee (under Standing Committees) to report back on initial framework by the fall 2012 Summit.

- *Measure: A report on activities to promote sustainability will be completed.*