



MENTAL HEALTH AMERICA OF INDIANA

STRATEGIC PLAN

2018-2020

MISSION

**“Our Mission is to work for
America’s mental health and victory
over mental illness.”**

VISION

Mental Health America of Indiana will remain on the cutting edge as a leader in the mental health and addiction movement. Our vision as a leadership organization is to achieve the greatest impact and effectiveness through organizing, unifying, and maximizing the efforts of all.

ORGANIZATIONAL VALUES

- I. Mental Health America of Indiana is an association of individuals who invite brave, bold visionary thinking, always striving to be on the cutting edge of mental health and addiction issues.
- II. MHAI is an organization that is pro-active and strategic in its planning and implementation.
- III. We are an organization which builds on the strengths of our diversity, focusing on the commonality of our membership.
- IV. We believe in the necessity, and in our own ability, to collaborate and build coalitions among our friends as well as our adversaries.

LONG TERM GOALS

Statement of Intent:

To invite all individuals who are touched by mental health and addictions in Indiana to associate with the organization by providing advocacy, education, support and/or services.

Advocacy

- I. To be seen as the leader of mental health and addiction advocacy in the state of Indiana.
Board Responsibility: Chair, MHAI Board of Directors
Staff Responsibility: MHAI CEO
Timeline: Ongoing

- II. To increase the effectiveness of MHAI's statewide advocacy program in the legislative, executive, and judicial branches at the state level.
Board Responsibility: Vice Chair for Public Policy
Staff Responsibility: MHAI CEO
Timeline: Ongoing

- III. To operationalize a planned policy advocacy program coordinating staff and consultant lobbyists.
Board Responsibility: NA
Staff Responsibility: MHAI CEO, Executive Directors and Directors of the various MHAI subsidiaries and programs
Timeline: Ongoing, emphasis during legislative Sessions

- IV. To increase the effectiveness of a statewide grassroots public policy network.

Board Responsibility: Full Board Participation
Staff Responsibility: MHAI CEO, Executive Directors
and Directors of the various MHAI subsidiaries and
programs
Timeline: Ongoing

Financial Development

- I. To develop and implement long range and annual financial plans for the operation of the organization.
Board Responsibility: MHAI Board of Directors
Staff Responsibility: MHAI CEO, Controller
Timeline: Annually

- II. To diversify the funding base by taking advantage of the financial opportunities which make themselves available.
Board Responsibility: MHAI Board of Directors
Staff Responsibility: MHAI CEO
Timeline: Ongoing, and reviewed quarterly

- III. To insure the financial stability of the organization by preparing for the financial threats that will present themselves.
Board Responsibility: MHAI Board of Directors
Staff Responsibility: MHAI CEO
Timeline: Ongoing, and reviewed quarterly

Public Education and Awareness

- I. To maximize the organization's visibility in the state in order to ensure that MHAI is seen as the leading organization for mental health and addiction advocacy.
Board Responsibility: Chair, MHAI Board of Directors

Staff Responsibility: MHAI CEO, Executive Directors and Directors of the various MHAI subsidiaries and programs

Timeline: Continually

- II. To expand outreach to new audiences outside the traditional mental health arena, through a periodic newsletter, legislative alerts, website, Facebook and twitter.

Board Responsibility: NA

Staff Responsibility: Executive Assistant to the President/CEO

Timeline: Ongoing, with weekly and monthly updates

- III. To provide public education efforts in order to ameliorate the stigma associated with mental illness and addictive disorders.

Board Responsibility: NA

Staff Responsibility: MHAI CEO, Executive Directors and Directors of the various MHAI subsidiaries and programs

Timeline: Ongoing, with emphasis on monthly trainings

- IV. To increase and improve the effectiveness of communication to MHAI's constituency.

Board Responsibility: NA

Staff Responsibility: MHAI CEO

Timeline: Continually

- V. To create and operate a MHAI Training Institute.

Board Responsibility: NA

Staff Responsibility: MHAI CEO, Executive Director of ICAADA

Timeline: Ongoing

Children and Family Services: Infancy through Adolescence

- I. To increase the role and visibility of MHAI as it relates to children's and adolescents' mental health.
Board Responsibility: Vice Chairs for Children and Family Services, Infancy Onward, INOFAS, and Jr MHAI
Staff Responsibility: Executive Director of the IN Center for Children and Families, Directors of Infancy Onward, INOFAS, Jr MHAI
Timeline: Ongoing

- II. To develop and expand the provision of advocacy and direct services through the IN Center for Children and Families.
Board Responsibility: Vice Chair for Children and Family Services
Staff Responsibility: Executive Director of the Center for Children and Families
Timeline: Ongoing

- III. To promote prevention in infant, toddler, children and adolescent mental health.
Board Responsibility: Vice Chairs for Children and Family Services, Infancy Onward, INOFAS, Jr MHAI
Staff Responsibility: Executive Director of the IN Center for Children and Families, Directors of Infancy Onward, INOFAS, Jr MHAI
Timeline: Ongoing

- IV. To improve and expand mental health services for infant, toddlers, children, adolescents and their families.

Board Responsibility: Vice Chairs for Children and Family Services, Infancy Onward, INOFAS, Jr MHAI
Staff Responsibility: Executive Director for Children and Family Services, Directors of Infancy Onward, INOFAS, and Jr MHAI
Timeline: Ongoing

- V. To expand awareness of the importance of mental health for infants, toddlers, children and adolescents.

Board Responsibility: Vice Chairs for Children and Family Services, Infancy Onward, INOFAS, ICRUD, Jr MHAI

Staff Responsibility: Executive Director for Children and Family Services, Directors of Infancy Onward, INOFAS, Jr MHAI

Timeline: Ongoing

- VI. To advance family and providers knowledge and expertise through the Infancy Onward trainings and credentials.

Board Responsibility: Vice Chair for Infancy Onward

Staff Responsibility: Director of Infancy Onward

Timeline: Ongoing

Mental Health for Adults and Aging Services

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- I. To increase the role and visibility of MHAI as it relates to adults' and aging population's mental health.

Board Responsibility: Vice Chairs for Mental Health and Aging, DBSA, INSPN

Staff Responsibility: Executive Assistant to the President/CEO, Directors of DBSA, IN-ASAP, INSPN, DMHA Ombudsman, Director of Legal and Client Advocacy

Timeline: Ongoing with emphasis on annual conference

- II. To promote prevention in adults' and aging population's mental health.
Board Responsibility: Vice Chairs for Mental Health and Aging
Staff Responsibility: Executive Assistant to the President/CEO
Timeline: Ongoing with emphasis on annual conference

- III. To provide education and advocacy on matters of mental health for adults and aging populations.
Board Responsibility: Vice Chairs for Mental Health and Aging
Staff Responsibility: Executive Assistant to the President/CEO
Timeline: Ongoing with emphasis on annual conference

- IV. To promote prevention of suicide in all populations.
Board Responsibility: Board Chair for IN Suicide Prevention Network
Staff Responsibility: Director of INSPN
Timeline: Ongoing

- V. To provide education and advocacy on suicide prevention.
Board Responsibility: Board Chair for IN Suicide Prevention Network
Staff Responsibility: Director of INSPN
Timeline: Ongoing

- VI. To develop and maintain depression and bipolar support groups through the Depression and Bipolar Support Alliance of Indiana.
Board Responsibility: Chair of the DBSAI Board of Directors

Staff Responsibility: Vice President for Policy and Programs and Director of DBSAI
Timeline: Ongoing

- VII. To educate and advocate on behalf of individuals with depression, bipolar and other mood disorders.

Board Responsibility: Chair of the DBSAI Board of Directors

Staff Responsibility: Vice President for Policy and Programs and Director of DBSAI

Timeline: Ongoing

- VIII. To develop and expand an Ombudsman Program to assist consumers in determining eligibility and obtaining needed services in the public system.

Board Responsibility: NA

Staff Responsibility: Vice President for Policy and Programs and Director of Client and Legal Services

Timeline: Ongoing

Addiction Education and Training

- I. To provide public education and advocacy services by and for individuals in recovery as well as the providers of service.

Board Responsibility: Vice Chair for Addiction Advocacy & Vice Chair for Addiction Providers

Staff Responsibility: Director of Indiana Addiction Issues Coalition

Timeline: Ongoing

- II. To increase the awareness of legislators, community leaders, and the public of underage drinking and effective prevention strategies to reduce youth access to alcohol.

Board Responsibility: Chair of ICRUD Board of Directors

Staff Responsibility: Vice President for Policy and Programs

Timeline: Ongoing

- III. To provide certification for residential addiction providers.

Board Responsibility: Vice Chair for INARR

Staff Responsibility: Director of INARR

Timeline: Ongoing

- IV. To provide training, certifications and licensure for professional addiction providers.

Board Responsibility: Vice Chair for Addiction Certification

Staff Responsibility: Executive Director, ICAADA

Timeline: Ongoing

Addiction Services

- I. To provide treatment for individuals with addictive disorders.

Board Responsibility: Vice Chair for Addiction Services

Staff Responsibility: Executive Director of Emberwood Center

Timeline: Ongoing

- II. To educate targeted audiences and the general public regarding the success of Emberwood treatment services.

Board Responsibility: Vice Chair for Addiction Services

Staff Responsibility: Executive Director of Emberwood Center

Timeline: Ongoing

- III. To support socialization, connectivity and skill-building beyond treatment.
Board Responsibility: Vice Chair for Addiction Services
Staff Responsibility: Executive Director of Emberwood Center
Timeline: Ongoing

- IV. To provide training for treatment staff.
Board Responsibility: Vice Chair for Addiction Services
Staff Responsibility: Executive Director of Emberwood Center
Timeline: Ongoing

- V. To develop a business plan for programs, fund development, and communications.
Board Responsibility: Vice Chair for Addiction Services
Staff Responsibility: Executive Director of Emberwood Center
Timeline: Ongoing

Management

- I. To implement Board goals and policies.
Staff Responsibility: MHAI CEO
Timeline: Continually

- II. To maintain appropriate accreditation and compliance with quality assurance standards and required credentials.

Staff Responsibility: Director of Client and Legal Services

Timeline: Ongoing

- III. To maintain all fiscal and legal filings required of MHAI and its affiliate corporations.

Staff Responsibility: Director of Client and Legal Advocacy, and MHAI Controller

Timeline: Ongoing

- IV. To annually conduct a financial audit through an independent auditing firm.

Staff Responsibility: MHAI Controller

Timeline: Ongoing

- V. To develop effective and efficient information data communication systems and other technology to appropriately support the organization.

Staff Responsibility: MHAI Controller

Timeline: Ongoing

- VI. To develop and retain a highly trained, motivated and culturally competent professional staff.

Staff Responsibility: MHAI CEO and Director of Client and Legal Advocacy

Timeline: Ongoing

- VII. To provide appropriate supervision, training and oversight

Staff Responsibility: MHAI CEO, Vice President for Policy and Programs, HR Director and Director of Client and Legal Advocacy

Timeline: Ongoing

- VIII. To maintain personnel policies and practices consistent with the requirements of state and federal law.

Staff Responsibility: MHAI CEO and Director of Client and Legal Advocacy
Timeline: Ongoing

- IX. To attract and maximize the involvement of Board members with expertise in mental health and addictions.

Staff Responsibility: MHAI CEO

Timeline: Annually

- X. To maximize consumers, individuals in recovery and family members in the affairs of the organization.

Staff Responsibility: MHAI CEO, Vice President for Policy and Programs

Timeline: Ongoing

- XI. To review the Strategic Plan with the Board annually or more often if needed.

Staff Responsibility: MHAI CEO

Timeline: Annually

NOTE: MHAI Subsidiary Corporations that have developed Subsidiary Strategic Plans or Work Plans are incorporated by reference into this document.

Reviewed by Board: May and August 2018