To improve the lives of those we serve through integrated behavioral health, primary care, early learning, and workforce services.

Our Mission

Through innovation and leadership we strengthen the community by providing individuals and families with life-changing solutions to lead healthier and more successful lives.

Our Vision

Our Values

- Excellence
- Inclusion
- Collaboration
- Trust
- Innovation
- Accountability
- Stewardship
- Empathy
The Centers for Families and Children Strategic Plan 2017-2019 Executive Summary

The Centers for Families and Children’s Strategic Plan is built around eight broad-based goals supported by strategic initiatives with defined action steps and measures of success. A high level overview of the goals and related strategic initiatives appears below:

- **Goal 1: Growth & Integrated Services:** The Centers is more client centered, providing increased access to coordinated services that improve outcomes.
  1.1 Integration of services to develop life-changing solutions.
  1.2 Collective impact on individuals AND families (approach & measurement of outcomes).
  1.3 Expand access to primary care for entire Centers population served.
  1.4 Prioritize nutrition education and access to nutritious food for entire Centers population served.

- **Goal 2: Integrated Health Care Model:** Access is expanded for existing and new clients to a more fully developed integrated model of care that includes behavioral health, primary care, pharmacy, substance abuse/addiction services and wellness.
  2.1 Scale integrated model of care and invest in a solution that enables an integrated medical record.
  2.2 Adapt to behavioral health redesign and managed care – move to new service model.
  2.3 Grow and diversify hospital partnerships to scale integrated model and expand client base.
  2.4 Establish needed addiction and substance abuse services within integrated model of care.

- **Goal 3: Early Learning & Family Support:** Children and families make the most of the critical first 2000 days of life to be healthy, kindergarten-ready and prepared to succeed in school and life.
  3.1 Expand program options to position program for long-term growth and sustainability.
  3.2 Continue to strengthen our position as a recognized leader with a strengths based approach to preparing families for success.
  3.3 Expand social emotional development supports for underserved children and families.
  3.4 Support community-wide efforts to impact infant mortality during prenatal to three timeframe.

- **Goal 4: Workforce & Workplace Development:** Unemployed or underemployed individuals are prepared for and placed on promising career paths, and employers build and retain a productive and stable workforce.
  4.1 Position El Barrio as a leader within the regional workforce continuum.
  4.2 Pursue growth through internal and external partnerships.
  4.3 Evolve corporate partnerships to investor relationships toward long-term sustainability.
  4.4 ease@work captures market share to maximize contribution as a social enterprise.

- **Goal 5: Staff Talent & Board Leadership:** The Centers is the employer of choice for diverse professionals in all of our service areas, and has an inclusive, high-performing board.
  5.1 Become an Employer of Choice.
  5.2 Fully integrate the Centered on You initiative into The Centers operating model.
  5.3 Support diversity and inclusion at all levels of the organization.
  5.4 Develop a robust training and professional development program.
  5.5 Advance Board engagement and governance practices to support execution of strategic plan.
  5.6 Intentional recruitment supports diverse Board composition.

- **Goal 6: Infrastructure: Facilities and Technology:** Our facilities and use of technology advance the standards of quality, innovation, and customer service we deliver.
  6.1 Develop three year capital plan to secure and optimize existing assets to support growth.
  6.2 Comprehensive safety and security planning and enhancements for all facilities.
  6.3 Strengthen IT infrastructure and invest in key technology systems and solutions.
  6.4 Implement technology tools to support increased mobility and telehealth services.
  6.5 Continue to enhance IT security and ensure an appropriate emergency plan is in place.
  6.6 Implement and optimize tools to improve communication and connect teams.

- **Goal 7: Financial Health & Sustainability:** The Centers has the financial resources necessary to invest long-term in best serving our clients and the community.
  7.1 Improve contribution margins through continued revenue diversification and cost controls.
  7.2 Continue to pursue an active collaboration strategy towards growth, including mergers.
  7.3 Implement donor-focused, diversified development strategies to increase overall contributions.
  7.4 Develop and implement an annual advocacy agenda to advance The Centers mission.

- **Goal 8: Brand and Influence:** The Centers is recognized as an anchor institution within the region and beyond.
  8.1 Refresh our brand to reflect and support defined strategic priorities, goals and initiatives.
  8.2 Invest in business intelligence to better tell our story through outcomes.
  8.3 Serve as a community partner by activating existing assets as part of community strategies.