



Healthy Start

Strategic Plan 2018 – 2021

Mission: To improve maternal and child health and to reduce poor birth outcomes and infant mortality in Allegheny County.

Finances	Branding and Distinctiveness	Staff and Board	Program Capacity	Quality Improvement
<p>Goal: Diverse and sustainable revenue generation results in increased net assets and cash flow.</p>	<p>Goal: Implementation of strategic marketing efforts around a clarified internal and external brand creates increased community visibility and awareness.</p>	<p>Goal: A highly equipped board of directors actively supports a unified management team who leads a collaborative staff with the necessary mix of required skills.</p>	<p>Goal: A responsive mix of engaging and impactful programs, along with strategic program partnerships, satisfy participant’s needs and expectations.</p>	<p>Goal: Ongoing organization-wide monitoring and evaluation, combined with expanded evidence-based practices, permits a laser-focus on program, operations, and equity outcomes.</p>
<ul style="list-style-type: none"> • Increase diverse earned revenue (contracts, government grants, insurance reimbursements, etc.) • Increase diverse contributed revenue including individual giving (Gala / special events, donations, annual campaigns, etc.) and philanthropic grant revenue • Increase cash reserves and net assets • Clarify board’s role in fundraising 	<ul style="list-style-type: none"> • Marketing Plan (increasing community awareness across communications channels including website, social media, etc.) • Clarifying Healthy Start’s core competency (population served, scope of services (time period, comprehensiveness)) • Pursuing partnerships for visibility (referrals, outreach, awareness-raising) • Identification and engagement of a local or regional champion, celebrity, or thought leader 	<ul style="list-style-type: none"> • Strengthened team building and communications among staff • Management and supervisory training • Staff recruitment and retention strategy (right skills, etc.) • Provide support to CEO 100% (internally and externally) • Board evaluation and development 	<ul style="list-style-type: none"> • Strong participant communications and engagement • Responsive programming (growth of father program, behavioral health services, etc.) • Strengthen C.A.N. • Program outcomes – (K.P.I.s, dashboard, etc.) developed for each core program • Pursuing Partnerships (strategic alliances, complimentary services or “case management” handoffs, etc.) 	<ul style="list-style-type: none"> • Quality improvement processes (programs, internal capacity, monitoring progress internally, etc.) • Data, impact, and evaluation • Incorporating an evidence-based model • Equity focus throughout organization (versus equality)

Healthy Start Annual Meeting