



## Strategic Plan 2020 (Overview)

### Introduction

Dilworth Center establishes a foundation for success through strategic planning focused on taking advantage of strengths and opportunities and addressing weaknesses and threats.

The organization has, at its core, a purpose developed through environmental assessment. Setting strategy is the activity of understanding the environment and organizational competencies, identifying opportunities and threats, and articulating a high-level map of the direction to take in order to achieve, sustain, and advance organizational purpose in a competitive environment. Strategy translates the salient environmental factors into tangible planning assumptions, sets goals and priorities and globally aligns resources to achieve performance targets.

The following components of the Strategic Plan are included in the full document:

1. Mission
2. Ongoing Strategic Planning Considerations – An outline of the core considerations of the planning process and the sources of information included in the Plan.
3. SWOT Analysis – An examination of internal strengths and weaknesses and external opportunities and threats based upon input from persons served, personnel and other stakeholders.
4. Priorities Based Upon the SWOT Analysis – SWOT results are prioritized based upon the frequency, urgency and practicality of the submissions and contributions.
5. Goals – Goals are developed from the priorities based upon the SWOT analysis. Goals are achievable over the next 3-4 years.

### Mission

The Mission of Dilworth Center is to provide effective and affordable treatment services for individuals and families affected by alcoholism and drug addiction.

### Ongoing Strategic Planning Considerations

The ongoing strategic planning of the organization considers the following.

1. Expectations of persons served
2. Expectations of other stakeholders



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3. The competitive environment
  4. Financial opportunities
  5. Financial threats
  6. The organization's capabilities
  7. Social Determinants of Health
  8. Service area needs
  9. Demographics of the service area
  10. The organization's relationships with external stakeholders
  11. The regulatory environment
  12. The legislative environment
  13. The use of technology to support:
  14. Information from the analysis of performance
  15. Financial Position
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1. New development initiatives including the enhancement of the annual and endowment funds. We receive many grants and donations.
  2. Inclusion: All Staff are asked for input on planning processes. Suggestions are implemented into plans if possible.
  3. No power differential: Although Staff are aware that there is a hierarchy, they are all treated as equals. Leadership shows interest in Staff's goals and tries to help attain them. Leadership style is characterized by collaboration and consensus building. Dilworth Center is an open and healthy organization.
  4. Our facility is expandable at our current location.
  5. CARF accredited programs. Dilworth Center has been providing services for 30 years. We have a good reputation and a history of success.



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### **Goals**

1. Enhance and expand our current services.
2. Enhance development activities.
3. Enhance marketing activities including business development and outreach.