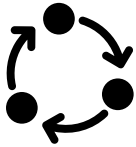


Long Term Strategic Plan 2024 →



1. Create Long Term Strategy Committee (LTSC)

For long-term planning we will create a committee of 8 to 12 members consisting of the CEO, LT, BOD, Clinical team members, stakeholders, volunteers and clients. Meeting quarterly this committee will use the existing info sources and develop a deep dive into strategic areas of growth. A 3rd party consultant can assist.



2. 100 Year Anniversary Planning for 2025

The 100 year anniversary will be directed by the LTSC and an ad hoc committee. This planning will include a year of promotions around a theme, a celebration/fundraiser and the *consideration* of a rebrand. A rebrand could be timely to better encompass FCS today and end brand confusion regarding the current & future services of FCS.



3. Structure Program Development/ Identify niche

As FCS focuses on general counseling in the near term, the long term presents the option of developing a specific training such as, but not limited to, a CBT focus that requires all therapists to undergo training in this area. Other niches potentially include a focus on family therapy or an area such as perinatal (examples only).



4. New position

Through planning and evaluation, FCS can create a new position in one of the following areas: Business department, HR generalist, Clinical Director support, EAP specialist, Grant writer, Community Relations or another area to support the long term vision.



5. New Program Partnership

While consistently seeking new collaborators and partners, this area of focus will include a specific agreement to enhance a program and generate revenue. Similar to the existing YS, ES and Senior Services agreements FCS could secure a new contract. These opportunities could include an organization similar to Cancer Services, Adoption Option or create a satellite location to serve a rural area.