

GOALS, OBJECTIVES, AND STRATEGIES for 2022

The following Goals, Objectives, and Strategies will be translated into a workplan for the **Steering Committee**.

Infrastructure Goals-three years	Objectives	Annual Performance Measure	Menu of Activities (These ideas are not all inclusive. Additional ideas are welcome. CSCB members will be identifying items in this column for potential implementation.)
<p>1) The St. Clair CSCB maintains a diverse and engaged membership.</p> <p>Measure: By December 2022, 75% of member agencies have at least one individual who is engaged in the activities of the CSCB.</p>	<ol style="list-style-type: none"> 1) Increase the number of member agencies by 15 by December 2022. 2) Increase member engagement annually by 5%. 3) Identify gaps in sectors and reduce gaps by 50% by December 2022. 4) CSCB members perceive an increase in member engagement by December 2022. 	<p>Member engagement will be measured by:</p> <ol style="list-style-type: none"> 1) Number of member agencies increases from <u>67</u> in June 2018 to <u>70</u> or greater in December 31, 2022. 2) Number of individuals attending two or more CSCB meetings increase from <u>45</u> to <u>47</u> by December 31, 2022. 3) Agencies from 25% of identified gaps become CSCB members and participate in the CSCB by December 31, 2022. 4) In a repeat CSCB self-assessment survey in December 2022, the number of mentions that member engagement is a strength increases and that it is a weakness decreases. 	<ol style="list-style-type: none"> 1) Establish a schedule for sharing that includes rotating the responsibility of presentations through all member agencies <ul style="list-style-type: none"> ✓ Organizational Presentations in 2021 Included: Blue Water Recovery Outreach Center (BWROC), Lake Huron Medical Center and Lake Huron PHO, Odyssey House, and Blue Water Transit. ✓ Organizational Presentation in 2020 included: Lakeshore Legal Aid, Blue Water Community Action, Visiting Nurse Association / Blue Water Hospice, Blue Water Center of Independent Living. March and May's meetings were cancelled due to the Covid-19 pandemic. July and September's meetings were virtual and only one organization made a presentation. ✓ Due to meetings held virtually, the decision was made to host one presentation per meeting instead of two. 2) Distribute a list of engagement opportunities (i.e. events, workgroups, host a meeting, recruit a new member, committees); distribute and request all members to select at least one opportunity for an annual personal goal. <ul style="list-style-type: none"> ✓ Distributed the new CSCB Annual Report to all CSCB members as well as several state offices / organizations ✓ Created a "Census 2020" Ad-Hoc Committee to coordinate education, awareness and messaging for county residents to complete the census. ✓ Number of member agencies to attend two or more CSCB Full Body meetings is 38 for 2020 and 44 for 2021. 3) Identify gaps in membership and develop a multi-faceted plan to outreach to new agencies or agencies who have not participated (i.e. invitation letters with personal follow up, invitation to an event, sponsor of an event followed by a membership ask, bring a guest, chairperson lunch meeting with potential member and existing CSCB known contact). Potential gaps mentioned in survey: media, manufacturing, municipalities, businesses, and school districts. <ul style="list-style-type: none"> ✓ 2020 New Members include: Colonial Woods Christian Counseling. Blue Water Recovery Outreach Center has been endorsed by the Steering Committee and will be voted on by the Full Body in January. There were two additional agencies that expressed interest in joining the CSCB, however due to the Covid-19 pandemic and shut-down, these memberships did not material. Will engage with both organizations in the near future. ✓ 2021 New Members include: Blue Water Recovery Outreach Center, a citizen who represents Blue Water League of the Blind, Odyssey House of Port Huron, and Port

			<p>Huron Police Department. Colonial Woods Christian Counseling does fill membership gap of faith-based services.</p> <ul style="list-style-type: none"> ✓ These new members help to represent people with disabilities, faith-based community, and those with substance use disorders. ✓ Due to the Covid-19 Pandemic, the SCC Office of Homeland Security / Emergency Management became a member of the Steering Committee, to increase communication and collaboration to address identified gaps and needs of county residents and businesses.
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<p>2) The Community perceives that the CSCB is a valuable asset to the community.</p> <p>Measure: 100 people are more knowledgeable about the CSCB by December 2022.</p>	<ol style="list-style-type: none"> 1) Community members indicate that the CSCB is effective. 2) Increase the number of awareness encounters with individuals in the community by 20 by December 2022. 3) Distribute CSCB materials to 100 key stakeholders and the public by December 2022. 	<ol style="list-style-type: none"> 1) Feedback from presentations indicate that the Mission, Vision, Strategic Priorities of the CSCB are valuable. 2) Staff/Steering committee conduct six awareness encounters by December 2022. 3) A. Distribute the strategic plan-executive summary to 25 key stakeholders by 2022. B. Distribute strategic priority handouts to 25 CSCB staff members by December 2022. 	<ol style="list-style-type: none"> 1) Develop awareness materials that may include: <ul style="list-style-type: none"> ○ a 3 minute video clip ○ CSCB overall handout ○ Create an Orientation Packet for new Directors ○ Recruitment materials for potential members ○ Handouts for each strategic priority that includes data about why issue is important <ul style="list-style-type: none"> ✓ Orientation Packet has been updated for 2022 and will be distributed to several perspective members as well as any new director or CSCB appointed designee, with a focus on information about the CSCB and benefits of being a CSCB member. ✓ A new CSCB Website has been created "www.cscbinfo.org" as a result of the Covid-19 pandemic and a need for a county depository of all types of covid resources and updated information. This website also has up to day information regarding everything that is occurring through the CSCB. ✓ A CSCB Facebook page has been created to share information on social media. The link is "www.facebook.com/sccscb" 2) Provide presentations for member agencies so that their staff have a greater understanding of what CSCB is doing (agency directors are provided presentation/materials for presentation). <ul style="list-style-type: none"> ✓ Host an annual End of the Year meeting which highlights a brief overview of the CSCB, accomplishments through the year, and progress made on the strategic goals. ✓ The Annual Report was available and distributed at the End of the Year Meeting in November 2021. The Annual Reports are used as a marketing tool to increase membership in 2022. 3) Host town hall meetings on strategic priorities <ul style="list-style-type: none"> ✓ Due to the Covid-19 pandemic and executive orders from the state office of DHHS, there have been no gatherings however there have been recorded segments on social media talking about the CSCB website and facebook page.

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<p>3) Increase the number of CSCB members that indicate Focus and Direction are strengths of the CSCB.</p> <p>Measure: In a repeat CSCB self-assessment survey in December 2022, various questions indicate that there is a clear focus and direction.</p>	<p>1) Incorporate statements, priorities, and structure developed during strategic planning into regular operations of the CSCB.</p> <p>2) Work of the CSCB is aligned with other efforts in the community such as the Community Health Assessment</p> <p>3) All members feel they have a meaningful role in a workgroup or activity.</p>	<p>1) Members are able to state the purpose of the CSCB by using the vision and mission statements during annual reviews.</p> <p>1) 100% of members agree to the principles of the CSCB as part of the annual MOU process.</p> <p>2) In follow up self-assessment in 2022,</p> <p>a. Average rating of CSCB performance on “core functions” is above 4 on a 5 point scale.</p> <p>b. Number of mentions that focus and direction are a strength increases and that they are a weakness decreases.</p>	<p>1) Structure agenda around the Strategic Priorities and Rotate order at each meeting</p> <ul style="list-style-type: none"> ○ (Self-sustainability, Education, Health & Wellness, Infrastructure) ○ For each strategic priority, include a progress update, question/issue for input and discussion, and networking/sharing <ul style="list-style-type: none"> ✓ Standing agenda items on both the CSCB Steering Committee and the Full Body meeting agendas include the three strategic priorities and updates by each workgroup. ✓ In November 2021, a new workgroup was endorsed by membership to begin in January 2022. This workgroup falls under the Health & Wellness strategic priority and is the Substance Use Prevention, Treatment and Recovery Workgroup <p>2) Clearly define and communicate the different characteristics of CSCB Workgroups, Associated Initiatives, and other Community Initiatives.</p> <ul style="list-style-type: none"> ✓ As part of the End of the Year meeting a review of the CSCB structure is communicated. ✓ The different characteristics of the CSCB is also communicated whenever appropriate; various meetings, discussions, recruitment, etc. ✓ CSCB Website and Facebook page are referred to for up to date information and resources. <p>3) Include an emerging issues section on each agenda to ensure that the CSCB is able to effectively respond to urgent needs or time sensitive opportunities. Have a set format that includes reason being brought to CSCB as an emerging issue and the role that the CSCB might play. Steering committee would review and bring issues to the CSCB full body. The items listed in response to question 4 on the strategy survey (see appendix) may be the first emerging issues reviewed. Key questions during review and CSCB discussion include: 1) Is the issue already addressed by a CSCB Workgroup, Associated Initiative, or Community Initiative? 2) Does the issue need clarification to understand before listing as an emerging issue?</p> <ul style="list-style-type: none"> ✓ On the Full Body meeting agenda is emerging issues to address anything coming from the federal, state or local entities, as well as significant program changes ✓ Additionally throughout the year if a project is added, discussion occurred regarding where it fits in the structure and why. ✓ In September 2019, an Ad-Hoc Committee was formed to address the time limited 2020 Census. This ad-hoc committee continued to meet in 2020, and has now disbanded. There has not been any additional ad-hoc committees formed in 2021.