



Five-Year Strategic Plan

Mission Statement: To advance the provision of mental health services to persons involved in the criminal justice system and to provide educational opportunities to the professionals involved in the delivery of these services.

Vision Statement: To see every person in the criminal justice system receive high quality mental health care.

Goal Area 1: Education

GOAL: *Provide quality education to assist our members in their personal and professional growth.*

In order for our members and industry professionals to represent our association and our industry at the highest levels, it is necessary to provide appropriate education fostering professional development.

Objective 1: *1.1. Develop one or two signature events that both raise revenue and serve the membership.*

Objective 2: *1.2. Develop interactive educational offerings in both electronic and in-person formats.*

Goal Area 2: Annual Conference

GOAL: *To ensure the successful coordination of FMHAC's annual training conference.*

It is essential that FMHAC's annual conference be the flagship destination for professional development in the Forensic Mental Health field.

Objective 1: *2.1. To offer high quality presentations relevant to forensic mental health and professionals.*

Objective 2: *2.2. To adhere to a marketing and communication strategy that will contribute to the overall success of the annual conference.*

Goal Area 3: Membership

GOAL: *Grow - Retain Members.*

The membership of FMHAC is the lifeblood of the organization. Membership impacts FMHAC in all areas. Empowering, growing and retaining our members is important for FMHAC because it is the only way the organization will survive and thrive. Empowerment, growth and retention of membership will ensure that FMHAC stays financially strong and relevant to the industry.

Objective 1: *3.1. Increase FMHAC membership count.*

Objective 2: *3.2. Expand member benefits through programs.*

Goal Area 4: Communications and Marketing

GOAL: *Make FMHAC recognized by the public as the industry leader in Forensic Mental Health and utilized as a resource by policy makers and staffers.*

That we (FMHAC and it's membership) are recognized as the experts in this industry. Achieving public information and awareness goals helps to ensure the growth and prosperity of FMHAC.

Objective 1: *4.1. Recalibrate effective public information and awareness efforts among the State of California and while continuing to carry its mission and vision.*

Objective 2: *4.2. Build relationships with Legislative Champions to effectively communicate the association's impact to the industry.*

Goal Area 5: Financial Stability

GOAL: *Provide appropriate revenue, report allocation of resources and build reserves.*

Financial stability affects all other areas of FMHAC's strategic plan, since every project or task requires financial support. It is essential that we have a financial infrastructure that clearly defines processes for fiscal accounting and management, organizational integrity and revenue generation, and provides the required information to the Board of Directors and membership so that each member has a clear understanding of where the association stands financially and how to plan for the future.

Objective 1: *5.1. Simplify financial reports to ensure that the Board of Directors have the financial information to make strategic decisions and members understand the association's financial position.*