

NAMI Maryland Strategic Goals and Objectives 2016 – 2019

Build Local Presence	Education, Support & Outreach	Statewide Policy & Advocacy	Organizational Capacity	Quality Governance	Visibility as a Trusted Partner
<p>NAMI MD will found, build and support affiliates in strength, size and capacity throughout the state in alignment with the NAMI Standards of Excellence.</p>	<p>NAMI MD will work with affiliates to increase the quality and quantity of NAMI education and support programs and community and provider outreach across the state.</p>	<p>NAMI MD will develop a clear, focused state public policy platform to drive for national, state and local policies that benefit individuals and families affected by mental illness.</p>	<p>NAMI MD will expand and diversify human and financial resources, and infrastructure, to meet its organizational goals.</p>	<p>NAMI MD will strengthen organizational governance by developing an effective, diverse and engaged board with well-defined roles and functioning committees.</p>	<p>NAMI MD will strengthen its visibility as a highly trusted organization and will partner, convene and lead to effect lasting change.</p>
<p>A. Develop a plan for two-way communication between NAMI Maryland and affiliates, with the collaboration and input of affiliates;</p> <p>B. Develop and implement ways for NAMI Maryland to assess affiliate needs;</p> <p>C. Establish a variety of opportunities for affiliate and state leaders to network, share expertise, tools and to problem solve. Take into account affiliates' varying needs, strengths and capacity;</p> <p>D. Assess and act on opportunities for a wider and deeper NAMI presence throughout the state.</p>	<p>A. In close coordination with affiliates, develop and implement an annual plan for training and delivery of NAMI peer education and support programs, which respects the needs and capacities of all affiliates and the state organization, and complies with the Standards of Excellence.</p> <p>B. "Provider" Education: Develop and implement action plan(s) for training and delivery of outreach and education for groups that interact with families and individuals with mental illness (e.g., mental health and health providers, criminal justice professionals, faith leaders, educators, etc.);</p> <p>C. Targeted Outreach: Develop and implement plan(s) to help NAMI affiliates and NAMI Maryland reach specific networks (e.g., faith; veterans/military; ethnic; racial; affinity groups; etc.);</p> <p>D. Conduct an inventory of what each affiliate is doing to integrate youth and young adults into NAMI programs, advocacy, operations & governance then work collaboratively to fill the gaps.</p>	<p>A. Develop and implement a state policy platform and advocacy priorities in partnership with local affiliates and other stakeholders.</p> <p>B. Grow our grassroots advocacy capacity and engagement.</p> <p>C. Increase our impact and influence with decision makers and thought leaders.</p>	<p>A. Create a development plan that aims to increase, optimize and diversify revenue and targets, and allocates resources to meet the organizational goals and objectives;</p> <p>B. Ensure effective staffing and a robust volunteer/internship program to fulfill NAMI Maryland's organizational goals;</p> <p>C. Provide and maintain effective infrastructure (site, tech, equipment, etc.) and operational processes (financial, legal, etc.) to fulfill NAMI organizational goals;</p> <p>D. Encourage and strengthen opportunities supported by agreements for collaborative fundraising between NAMI Maryland and affiliates;</p> <p>E. Develop a sustainability and leadership succession plan for the organization, as well as emergency or contingency succession plan.</p> <p>F. Develop, adjust and fund human and other resources as needed to accommodate risks and opportunities caused by the support of emerging affiliates, and the integration of "Model B" affiliates.</p>	<p>A. Build and sustain a strong and functioning board of directors and committees</p> <p>B. Institute regular review of all organizational documents including NAMI Maryland bylaws, board level policies & procedures, and the strategic plan.</p> <p>C. Strengthen executive director evaluation and feedback processes.</p> <p>D. Build effective strategic planning and related processes.</p>	<p>A. Develop and execute a "Communication Plan" to optimize existing tools and identify new tools for promoting NAMI's message and content to a wide variety of audiences, including non-traditional networks.</p> <p>B. Develop and execute a "Social Media/Marketing Campaign" to include best practices and latest innovations.</p> <p>C. Engage affiliates and local networks to increase visibility and awareness in local communities.</p>