

Jenkins Counseling Services

Strategic Plan 2021-2024

Our Mission

Jenkins Counseling Services uses a holistic team approach committed to empowering individuals and families by identifying issues, magnifying strengths, and setting goals to work towards reaching positive outcomes and recovery.

Our Vision

Jenkins Counseling Services is committed to empowering individuals and families.

Our Values

- Accountability
- Flexibility
- Integrity
- Respect
- Transparency

Our Priorities

- Ensure the safety, quality and effectiveness of services resulting in positive client outcomes
- Ensure the future financial viability of services
- Recruit and retain culturally competent and professional clinical staff



1513 Line Avenue, Suite 225

Shreveport, Louisiana 71101

Business Hours: 9am - 5pm

(318)754-3890

(318)658-9012

jenkinscounseling@jcservices.org

Short Term Goals

- Improved client outcomes as indicated in treatment plans
- Provide expedited access to program services
- Provide satisfactory services to clients and other stakeholders
- Maintain employee retention
- Maintain financial solvency
- Expand program services
- Maintain continuous 3-year CARF accreditation
- Maintain state licensing

Long Term Goals

- Obtain other funding sources
- Provide on-line training program



Objectives

Objective 1 – 60% of clients will demonstrate improved outcomes/well-being/increased level of functioning.

Objective 2 – 10% increase in revenue/financial viability of the agency.

Objective 3 – Obtain at least one additional funding source by 12/2023.

Objective 4 – 85% of stakeholders will be satisfied with services provided.

Objective 5 – Identify one additional service need area and expand program services by 12/2023.

Objective 6 – Maintain a healthy and safe environment.

Objective 7 – Collaborate with community stakeholders and provide resources to clients.

Objective 8 – 90% of clients will access services within 7 days of initial contact.

Outcomes for goals and objectives will be provided annually.

It is a great honor to present the Jenkins Counseling Services strategic plan to our employees, clients, stakeholders, and CARF. This plan represents the collective thinking of Jenkins Counseling Service's Management Team and input from our staff, clients, and stakeholder (satisfaction and outcome surveys and quarterly Management Team Meetings), and is designed to carry us through the next three fiscal years, which ends in 2024. Employees, Clients, and Stakeholders will have the ability to review this annually at the Annual Forum. In this plan, the organization has identified three strategies that form the foundation for Jenkins Counseling Service work:

- ❖ Grow and expand **Jenkins Counseling Services**;
- ❖ Manage **Jenkins Counseling Services** core programs with fiscal responsibility to ensure efficiency, impact, and sustainability; and
- ❖ Expand to meet future mental health care needs

The strategic direction and goals included in this plan are our response to understanding what client's, employees, and stakeholders value most about the organization, and current opportunities and challenges for offering a high quality system of support in the community for people with disabilities. The 3 year period of this strategic plan will be a time of assessing and deepening our approaches to our work. Concurrently, we will take more of a leadership role in working with a broader array of community resources. With a fresh perspective on the mission, understanding what works well, and the environment in which the organization operates, Jenkins Counseling Service will pursue the following strategic direction:

- ❖ ensure that services are working effectively.
- ❖ assess client and community needs to identify gaps or needed shifts in service delivery.
- ❖ take a leadership role to identify and meet the needs of children and adults with co-occurring disorders.
- ❖ explore the feasibility of expanding the organization's visibility in the community.
- ❖ building its discretionary financial resources to invest in providing quality services.