

Strategic Plan

April 2024



Introduction

Colonial Behavioral Health's leadership (Board of Directors and Staff Leadership Team) undertook a 10-month planning effort to identify the agency's top priorities for development and service over the next five (5) years. The purpose in developing this Plan was to set CBH on the pathway to success for future generations of healthcare administration and service delivery.

Input was provided, via survey, by CBH board members, staff, consumers and their families, and community partners.

This Strategic Plan provides a framework for making decisions on how best to serve those in need and serves as a guide to ensuring that high quality services continue to be available to residents within the CBH region.

Vision

Continuing to serve as a vital partner in a community system of care that promotes the highest possible quality of life.

Mission

To facilitate recovery and resiliency of individuals and families affected by mental illness, developmental disabilities, and substance use disorders.

Values

Trustworthiness

Creating a positive and accountable organizational culture that enhances employee relations and improves outcomes.

Meaningful

Fostering engagement by putting individuals at the center of decision-making and service delivery to create purposeful interactions and experiences.

Collaborative

Building connections by understanding and addressing the needs of the community.

Goals

Services Goal	Adjust service delivery to match the evolving landscape, consumer expectations, and community needs.
Operations Goal	Ensure agency sustainability through business operations reflective of changing healthcare and workforce landscapes.
Infrastructure Goal	Develop and execute long-term facility, technology, and infrastructure plans to support and enhance services.
Resources Goal	Ensure agency sustainability by creating and implementing long-term resource development plans.