



---

## Strategic Plan 2012

---

Mission Statement:

Endless Options Inc. is dedicated to supporting people with developmental disabilities towards reaching their goals through individualized services in Howard County.

1) FINANCIAL STABILITY

GOAL: ASSURE CURRENT AND LONG TERM SECURITY FOR ENDLESS OPTIONS

OBJECTIVES

A. IMPROVE FUNDING RELATIONSHIPS

Actions

- Provide quality services and programs
- Create an active public awareness program
  - (Working for the Public Good)

B. CREATE AN EFFICIENT FINANCIAL BUSINESS PLAN

Actions

- Develop a viable investment plan for current funds
- Review & Build efficiencies in operations
- Improve profit margins of current business operations
- Review and evaluate new and existing business operations
  - Develop a property management business
  - Develop enclaves for janitorial services
  - Provide paper shredding services to our area
- Expand production capabilities utilizing equipment & technology
- Evaluate & Develop annual budget process

C. GENERATE A DIVERSITY OF INCOME SOURCES

Actions

- Develop income opportunities outside of operational revenues
- Support new and increased local, state and federal program funding
- Build a Business sponsorship support base
- Increase Grant activity at the local, state and national level

D. DEVELOP FUND RAISING EVENTS

Actions

- Establish Annual Membership Drive
- Review and evaluate new fund raising efforts
- Provide expanded public education opportunities
- Increase involvement of a Fund Raising Committee and the Board
- Build Annual Dinner Event

E. ESTABLISH AN ENDLESS OPTION'S FOUNDATION

Actions

- To support the work of Endless Options Inc.
- To promote Estate Planning gifts and increased Development
- To provide prudent management and growth of the foundation
- To be a cornerstone for long term financial security

2) CLIENT SERVICES

GOAL: MAXIMIZE JOBS, OPPORTUNITIES AND EXPERIENCES FOR CLIENTS  
OBJECTIVES

A. INCREASED CLIENT INTEGRATION IN THE COMMUNITY

Actions

- Expand residential options & add a respite component
- Improve transition school to work program
- Development of Transit services
- Develop additional community volunteer opportunities
- Create a number of community awareness activities, socials and outings

B. PROVIDE STRONG EMPLOYMENT SERVICES PROGRAM

Actions

- Develop employment classes that offer skill building “job prep club”
- Maximize each individual clients work skill levels
- Create new and expand existing job opportunities
- Enhanced client wages

C. EXPAND WORK & EMPLOYMENT OPPORTUNITIES

Actions

- Expand employment opportunities through growing Recycling and The Attic
- Expand DMH funded community employment services
- Pursue local business for work contracts
- Build community job placements as a high priority
- Develop items made by EO to be sold through our outlets
- Expand services through Vocational Rehabilitation Services

D. INCREASE AND CREATE PROGRAM DIVERSITY

Actions

- Provide a Wellness Program
- Expand High Five services
- Offer respite services
- Provide Educational Classes
- Develop Creative Expression Opportunities
- Provide Recreation Activities
- Develop a Senior Program

### 3) ORGANIZATIONS STRUCTURE

GOAL: BUILD THE NECESSARY BOARD & STAFF TEAM

OBJECTIVES

#### A. MAINTAIN HIGHLY MOTIVATED AND EMPOWERED STAFF

Actions

- Maintain a team building open communication organizational culture
- Provide a salary and benefits that meet market conditions
- Provide staff the opportunity to be recognized quarterly
- Staff participation in establishing training area & needs Review staffing needs on a regular basis

#### B. ENHANCED OFFICE & FACILITIES

Actions

- Provide a safe and efficient work environment
- Update and Assure adequate facilities and office space
- Establish time frame for upgrade of all computers and office equipment
- Provide the capital & equipment to meet contract needs

#### C. BOARD DEVELOPMENT

Actions

- Create a succession plan for CEO
- Post minutes of board meetings for enhanced staff communication
- Review size of Board and meeting schedule
- Use committee structure to accomplish goals
  - Executive & Finance
  - Programs and Services
  - Fund Raising
- Offer the administrative team opportunities to brief the board
- Increase non board members on committees establish by the board
- Utilize new membership drive list for potential new board members
- Develop a board matrix to impact new board members selection

4) PUBLIC AWARENESS CAMPAIGN

GOAL: CULTIVATE GOVERNMENT, COMMUNITY AND BUSINESS SUPPORT

OBJECTIVES

A. WORKING FOR THE PUBLIC GOOD CAMPAIGN

Actions

- Educate the Churches about Endless Options Services
- Provide information to Clubs and Organizations
- Build Partnerships with Businesses and Funding Agencies
- Build Partnerships with Schools and University
- Use Media Press, Radio to Build Campaign

B. COMMUNICATION

Actions

- Update Web site and explore social media impact/use
- Expand distribution of e-newsletter
- Develop relationships with neighboring counties
- Plan community activities for Disability Awareness Month
- Board and Administrative team attend/participate in public events
- Administrative Team active in community organizations
- Create brochures and other informational material as needed

5) TRENDS IN REHABILITATION SERVICES & FUNDING

GOAL: CONTINUE TO REVIEW TRENDS THAT IMPACT ENDLESS OPTIONS STRATEGIC PLAN OBJECTIVES

A. STRENGTHEN AND OPTIMIZE POTENTIAL

Actions

- Encourage and Foster Staff and Board Interaction
- Continue CARF Accreditation
- Adopt Non Profit Best Practices Review

B. REVIEW AND INTERACT WITH LEGISLATIVE ISSUES

Actions

- Monitor activity National Issues
- Monitor activity State issues
- Monitor activity local Issues

C. ADVOCATE FOR CONTINUED AND INCREASED GOVERNMENTAL FUNDING

Actions

- Foster collaboration with other appropriate agencies
- Encourage advocacy for appropriate funding at all levels