

Children's Bereavement Center of South Texas
Strategic Plan – Update Meeting
Offices of Sigma Solutions - Courtesy of Scott Gruendler
February 16, 2016

Board Members Present: Bill Day, Linda Fugit, Rose Mary Fry, Connie Gilbert, Andrew Himoff, Ben Presentin, and Curtis Ruder.

Staff Members Present: Marian Sokol and Blair Thompson.

The group met to review progress on the 2014-2016 Strategic Plan. Many items from the 2014-2016 Strategic Plan had been completed.

Cornerstone Areas & Strategic Initiatives

Geographic Scope

- The Center will continue to focus on Bexar County, surrounding counties, and South Texas with the new Rio Grande Valley Center.
- The Center has obtained \$430,000 in grants over two years from the Methodist Healthcare Ministries and the Valley Baptist Legacy Foundation to start services in the Rio Grande Valley.
- Primary clients will be individuals who have lost someone through death.

Programs and Services

- Individual counseling continues to grow.
- The group will explore the pros/cons of third-party billing for counseling.
- Offsite partnerships with Healy Murphy Center, KIPP Academy, Lanier High School, and SA Youth for teen services have been successful.
- The Grief Education Institute has been a success with dedicated programs on an annual basis.
- The KidCorp, Suicide Prevention Coalition, and Safe Sleep projects are examples of community collaborations.
- The Mini-Camps and Major Camp have been successful formats for delivering services.
- To be explored/done
 - A more cost-effective model for delivering off-site teen services needs to be explored.
 - It has been challenging to determine if/whether the Center will offer Anticipatory Grief counseling. Counselor Laura Cavazos handles these calls.
 - Three videos were developed, but online training needs further exploration and/or development

- Issues of copyright and trademarks need to be explored.

Community Outreach and Marketing

- Development of Spanish materials may be necessary for work in the Rio Grande Valley Center.
- Marketing of Counselor On-call was not successful. However, a dedicated intake counselor has been a great benefit to the Center.

Development

- Submission of operating and project grants is an ongoing initiative.
- The Resource Development Committee will continue outreach to corporate partners.
- Blair Thompson explained that corporate gifts to the Annual Fund Drive and sponsorship of Gala tables are significant.
- Raising sponsorships for the Annual Gala and the 20th Year Celebration will require involvement of all Board members.
- Work of the Friends group has been substantial.
- To be explored/done
 - Establishment of legacy funds and exploration of planned giving
 - Design of donor thank you events

Administration and Finance

- Professional development plans for counselors has been completed.
- Risk management training and a risk assessment has been completed.
- To be done or explored
 - Use of community facilities for programs or services
 - Additional staff positions will be explored in annual budget planning process

Board Recruitment and Development

- Expertise is needed in the areas of corporate connections, technology, and marketing.
- Board orientation is held on an annual basis for new members.
- Further work could be done on board development for board members.

Strategic Planning Retreat

The group agreed it was time to schedule a planning retreat and to update the three-year Strategic Plan for the Center.