

## Strategic Business Plan for CHHS 2021

Meeting Date 2/19/2021

This document comprises a strategic plan for Community Home & Health Services (CHHS). It reviews its strengths, weaknesses, threats and opportunities; presents a series of fundamental statements relating to CHHS's vision, mission, values and objectives; and sets out CHHS's proposed strategies, goals and action programs. Strategic planning has been prioritized within this document.

### **Strengths, Weaknesses, Threats & Opportunities**

This strategic plan addresses the following key strengths, weaknesses, threats and opportunities which apply to CHHS now and in the foreseeable future:

#### **Strengths:**

- + Communication (Teamwork)
- + Positive Supports (Inter-agency)
- + Technology
- + Try Hard Attitude
- + Teamwork
- + Productive Agency Training
- + Supporting People for 30 Years
- + CARF Accreditation
- + Re-licensing
- + Client Centric

#### **Threats:**

- Other Organizations
- Word of Mouth (Past Staff)
- COVID-19 Pandemic
- Governmental Agencies (Employment Decisions)
- Wages
- Lack of Employees (Overtime)

#### **Weaknesses:**

- Communication
- Word of Mouth (Past Staff)
- Cheboygan Homes Feeling Left Out
- Wages
- Budgeting
- Location Training

#### **Opportunities:**

- + Communication (Between Agencies)
- + Relationships (Between Agencies)
- + Word of Mouth
- + Promotion (Swag)
- + Collaboration with Teams
- + Wages
- + Being In the Community More (w/ clients)
- + Location Training
- + Agency Restructuring

### **Financial Position**

CHHS is able to allocate funding towards staff incentives/recognition, while maintaining necessary funding for payroll, maintenance, and general expenses. In 2020, CHHS was able to spend over \$11,000 toward employee incentives/recognition programs, including but not limited to Employee of the Month, \$500 sign-on bonus, and mini company Christmas Parties. For the year 2021, CHHS focus will be on obtaining and maintaining employees as the state is witnessing significant staff shortages. CHHS will continue to utilize available funding for the continued benefit of the clients, employees, and agency. CHHS will continue to advocate for higher wages for direct care workers with its partners and the state of Michigan.

### **Goals**

1. Increase staffing by 30%
2. CHHS will spend \$10,000 towards employee incentives/recognition.
3. Staff will maintain compliance with all required trainings and will be offered work-related trainings when necessary.