



MEMO

To: Strategic Planning Committee  
From: Jeffrey Quamme, Executive Director  
Date: September 6, 2021  
Re: Board Survey

The Strategic Planning survey was made available to all board members on 8/12/21 and closed on 8/24/21. In addition to the initial notification, 2 reminders were sent during the collection period. We received 10 total responses, including one from a Director that recently resigned due to inability to make the commitment necessary to be an effective part of the Board. Two current Directors did not respond. A total of 9 questions were asked (including the identification of the respondent).

**Question 2: How well is the CCB connected to the needs of the individual professionals in our state?** The overall response showed 70% of respondents believing that the CCB had at least a satisfactory understanding of the needs of the field here in Connecticut. One Director had the suggestion of holding focus groups of those holding credentials to improve the CCB's connection to the state's professionals. Coordinating this process can start immediately by the CCB staff.

Another Director determined the CCB's connection to the state's professionals as "Fair – Could do better." The Executive Director will provide contact information for this director to the Chair for further information and suggestions.

**Question 3: How well connected is the CCB to the issues of the industry as a whole?** 90% of the respondents determined the CCB to be well connected to the issues of the industry, also suggesting that improvement could come with developing partnerships & collaborations with providers, as well as increased board member involvement and ongoing strategic planning and analysis.

**Question 4: What is the biggest difficulty that the CCB faces in the immediate future?** Two factors were mentioned in the collection of responses – the need to improve the awareness/use of all CCB services, and most importantly, staying relevant in the field and elevating the position of the CCB with the reality that the LADC is valued significantly more than certification. One response mentioned the need to encourage DPH to offer the AADC examination to properly protect clients.

**Question 5: List the biggest overall threats to the CCB.** Overwhelmingly the board members who responded mentioned the lack of awareness of our services and the preference for the LADC. One suggestion mentioned outlining and promoting the benefits of board certification to address this.

**Question 6: List the core strengths of the CCB.** Responses varied with such impressions as the integrity of the ethics process, the overall reputation and diversity of the board, the expanding scope of the organization (without mission drift), quality of educational opportunities offered, effective leadership, national recognition and the ability to be nimble in rapidly changing times. One response listed a strength as being a dedicated board, quite interesting as a response to a previous question mentioned the need for more board member involvement.

**Question 7: List some of the weaknesses/areas for improvement of the CCB.** Responses tended to accurately reflect the need to increase awareness of the CCB and our offerings, the small staffing profile (not within our immediate ability to adjust), overall marketing and advocacy for the agency, and the organization's web presence.

**Question 8: List some of the untapped opportunities/resources for the CCB.** Most directors felt that training directly at agencies as part of collaborations or partnerships is something that the organization should become involved in, as well as using board members as trainers. Focusing on the importance and value of certification was also mentioned often.

**Question 9: Given the mission of the CCB: "cultivating and maintaining the highest standards of professional practice in the recovery field", where is one area where we should apply more resources?** Most board members believed that more resources must be used on outreach/marketing/advocacy, as well as focusing on mentorship and supervision. One director mentioned addressing the importance of ethics in the field as a potential focus.

Overall, the responses should be helpful in determining short (within a year), medium (2-5 years), and long (5 years and beyond) term goals for the organization. Following that process, the next steps would include identifying concrete benchmarks in each to measure success and adjust as necessary. This development process, at present, is not time limited (but will be by our December meeting).

Thank you for your participation in this work.