

## **2022-2025 Strategic Plan**

**Connecticut Certification Board**

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## **Introduction**

Developing a strategic plan is an important act of organizational determination. It is a plan for the future that is reflective of the needs of the field that the Connecticut Certification Board serves. The plan reaffirms the mission of the organization, prioritizes strategies and reconfirms values to maintain while working towards achieving the mission.

A strategic plan acts like a road map to identify the route to take to get where the Connecticut Certification Board wants to go – the vision for a better future. It also serves to help coordinate the work of the Connecticut Certification Board, make efforts more effective and is an important reminder to stay true to the Connecticut Certification Board’s values. It is recommended that it be reviewed on a regular, 3 year basis.

The strategic planning exercise is beneficial for articulating a shared vision of the Connecticut Certification Board’s values, priorities, and activities. However, if it ends there, the Connecticut Certification Board will only realize a small fraction of the benefits that might accrue through full implementation of the strategic plan. To gain the full benefit, the strategic plan must be implemented to help guide the actions of the Connecticut Certification Board.

The Connecticut Certification Board’s Programs and Services Committee has determined to:

- Retain current programs and services
- Retain the annual conference
- Keep the website current and relevant

## **Frequently Asked Questions**

### **1. What is a strategic plan?**

A strategic plan is like a road map. It identifies the place we are trying to get to – a Connecticut Certification Board’s shared vision for a better future. It also guides the work of the Connecticut Certification Board giving us direction on how to get to the destination.

### **2. Why is a strategic plan important?**

It is an act of organizational determination. It is a plan for the future that reflects the needs of the community and the vision of what the Connecticut Certification Board can be. A strategic plan helps to remind us what we want to achieve. It helps us to coordinate the work of many different people and make our efforts more effective. It reminds us that as we work we need to stay true to our mission.

### **3. Can a strategic plan be changed?**

The priorities are developed and approved by the Connecticut Certification Board’s Programs and Services Committee every 3 years. This keeps the strategic plan flexible and responsive to changes in the field and allows the Connecticut Certification Board to build on its successes.

What follows is a sample assessment of the Connecticut Certification Board's strengths, weaknesses, opportunities and challenges.

Strengths

- Over 40 years of service
- Legally defensible credentials
- Experienced leadership

Weakness

- Visibility of the Connecticut Certification Board
- Limited funding of the Connecticut Certification Board
- Low state legislative involvement in order to advocate for the Connecticut Certification Board

Opportunity

- Strengthen relationship with DPH
- Increase visibility of the Connecticut Certification Board
- Increase advocacy by expanding the Connecticut Certification Board's certifications
- State and national legislative involvement

Challenges

- How to increase the visibility of the Connecticut Certification Board
- Effective advocacy of the Connecticut Certification Board
- Current economic environment
- Current political landscape

1. Strategic Priorities and Activities

Below is the Connecticut Certification Board's Strategic Priorities and Activities.

**i. Priority: Marketing**

**Possible Activities** to achieve this priority may include:

- a. Social Media
- b. Board Member's Dissemination to Their Own Networks

**ii. Priority: Trainings**

**Possible Activities** to achieve this priority may include:

- a. Harm Reduction
- b. PTSD
- c. Trauma

**iii. Priority: Develop Certificate Programs**

**Possible Activities** to achieve this priority may include:

- a. Therapeutic
- b. Alzheimer's/Dementia
- c. Special Needs
- d. Trauma
- e. School-Based
- f. Crisis Prevention Professional

**iv. Priority: Legislature Involvement**

**Possible Activities** to achieve this priority may include:

- a. Advocate for Use of the Advanced Alcohol and Drug Counselor Exam
- b. Advocate for CCB Assisting with DPH Audits
- c. Advocate for Legislation to Benefit the Client

**v. Priority: Develop Peer/Recovery Coach Programs**

**Possible Activities** to achieve this priority may include:

- a. Peer Supervision Specialty

- b. Other Identified Specialties

**vi. Priority: Ongoing Needs Assessment**

**Possible Activities** to achieve this priority may include:

- a. Provide Surveys after CCB Services are Rendered
- b. Use of QR Codes for Surveys