



Strategic Plan  
Year 1

Goal: To continue community support at Metro-East Recovery Council Meetings

Objective: Maintain 50% member attendance at meetings

- Strategy 1: Council will meet on the 2<sup>nd</sup> Tuesday of the month monthly
- Strategy 2: Retain members with lived experience through \$25 gift card stipend
- Strategy 3: Engage members through regular communication (bi-weekly/monthly ROSC email newsletter)

Outcome Measures:

- Meeting sign-in sheets
- Signed MOUs

Goal: Create council work groups to focus on specific identified needs

Objective: Develop Recovery Advisory Board and Employment Advisory Board with minimum of 6 stakeholders per Advisory Board

- Strategy 4: Develop purpose (diverse advisory board of individuals in recovery to offer their experience and feedback)
- Strategy 5: Recruit Advisory Members to offer expertise and lived-experience to better fulfill the Council's mission and vision

Outcome Measures:

- Advisory Board meeting sign-in sheets
- Number of specific recovery support initiatives submitted from the advisory boards to the MERC at regular Council meetings.



Goal: Create opportunities for exposure to additional pathways to recovery

Objective: Create at least two (2) more pathways to recovery in the two-county area, specifically focusing on individuals that do not find the 12-step format attractive.

- Strategy 6: Start two (2) SMART Recovery meetings one (1) each in Madison and St. Clair Counties
- Strategy 7: Start two (2) Refuge Recovery meetings one (1) each in Madison and St. Clair Counties

Outcome Measures:

- Number of individuals trained to run the support groups
- Number of Recovery support groups started in the two-county area

Goal: Expose Madison and St. Clair County residents to the ROSC philosophy and engage community members in the work of the group

Objective: Plan and host a Metro-East Recovery Council Kick-off Event

- Strategy 8: Engage Council membership in planning
- Strategy 9: Advertise through media outlets and social media formats
- Strategy 10: Host the event

Outcome Measure:

- Number of Council members engaged in the planning process
- Number of community members attending event



Goal: To increase the number of safe recovery spaces for those in recovery to visit and attend recovery support meetings

Objective: Encourage organizations on the council in Madison and St. Clair Counties that are Recovery Community Organizations (RCO) to create a recovery center in each county

- Strategy 11: Establish a model for recovery centers
- Strategy 12: Work with organizations to begin developing plans and outlining funding opportunities for a Recovery Center in each county

Outcome Measures:

- Number of Council members engaged in working on development of Recovery Centers
- Established Recovery Center model

Goal: Increase communication regarding the Council and ROSC philosophy to community members in Madison and St. Clair Counties

Objective: Create a social media presence with 500 + page likes and followers for marketing campaign for online engagement

- Strategy 13: Develop an official council logo
- Strategy 14: Create a Facebook and Twitter account
- Strategy 15: Build followers/likes
- Strategy 16: Disseminate flyers about the council and create a banner for events

Outcome Measures:

- Number of page followers
- Number of posts to social media
- Number of informational flyers created



### Years 2-3

Goal: Establish a stronger recovery presence on college/university campuses

Objective: Engage at least one college or university in Madison and St. Clair Counties to create a Collegiate Recovery Presence on campus

- Strategy 17: Meet with key university stakeholders to assess buy-in and present relevant data and information
- Strategy 18: Promote creation of a student recovery council
- Strategy 19: Discuss/plan a recovery and recruitment campus event with a few interested students from the student activity committee at multiple colleges/universities
- Strategy 20: Finalize the student recovery council
- Strategy 21: Establish recovery support groups on campus
- Strategy 22: Begin discussion with key community stakeholders regarding plans for university housing options for students in recovery

Outcome Measures:

- Number of recovery support groups established on college campuses
- Establishment of Student Recovery Council

Goal: Maintain Council momentum

Objective: Retain at least 50% of members with signed MOUs

- Strategy 23: Stay connected to members through emails, face-to-face meetings, and other partnerships and councils within Madison and St. Clair Counties
- Strategy 24: Host annual council lunch/dinner (2 and 3 year anniversary) – could be a State of Illinois Annual ROSC Dinner/Lunch for all statewide ROSC Councils

Outcome Measures:

- Number of individuals or agencies with signed MOUs who have remained part of MERC and have continued presence at meetings
- Plans for annual event to celebrate MERC successes



Goal: Decrease barriers to gainful employment for those in recovery with a criminal record

Objective: Increase employment rate by 8% among those in recovery/being released from prison

- Strategy 25: Establish and support networking between Employment Centers through the Employment Advisory Board
- Strategy 26: Develop training programs for those in recovery

Outcome Measures:

- Number of training programs that encourage responsibility and retention
- Number of additional employers who support hiring of individuals in recovery

Goal: Increase support of individuals seeking or maintaining recovery by Certified Peer Recovery Specialists in Madison and St. Clair Counties. There are currently only \_\_\_ Peer Recovery Coaches in the two counties.

Objective: Increase Peer Recovery Specialists/Recovery Coaches to eight (8) by end of year 3

- Strategy 27: Partner with Governor State University(Chicago) to create a Southern Region training course
- Strategy 28: Create volunteer opportunities for Peer Recovery Specialists to supervise their hours for their Certified Peer Recovery Specialist (CPRS) and work with treatment centers for employment/additional training opportunities

Outcome Measures:

- Number of Recovery Specialists/Coaches available for the growing recovery community
- Number of training opportunities

Goal: Maintain community engagement



Objective: Establish a dual-county recovery event/recognized recovery day

Strategy 29: Host an annual event so that the community can hear progress from the Council/Community and testimony from those in recovery

Strategy 30: Continue efforts to publicize efforts of the group and maintain community support of those in recovery through social media posts and other engagement opportunities

Outcome Measures:

- Number of events held
- Number of social media posts and other communication efforts
- Number of individuals engaging in MERC events/meetings

Goal: To maintain updated evaluation, assessment data, and strategic plan

Objective: Evaluate progress and programs established

- Strategy 31: Perform a SWOT analysis
- Strategy 32: Conduct Community Needs Assessment
- Strategy 33: Make changes/updates to strategic plan based on information gathered

Outcome Measure:

- Results of SWOT analysis
- Results of Community Assessment
- Revised Strategic Plan



Year 4-5

Goal: To ensure continued growth and independence of Council

Objective: Become a standalone 501 c 3

- Strategy 34: Elect officers (if not already accomplished)
- Strategy 35: Revise or create necessary internal documents
- Strategy 36: File paperwork necessary to become recognized by the IRS as a 501c3

Outcome Measures:

- Recognition by the IRS as a 501c3 organization

Goal: Fiscal independence

Objective: To attain grants and other financial support to sustain the work of the Council

- Strategy 37: Seek out grant funding related to supporting individuals in recovery
- Strategy 38: Seek out private funding to support programs for individuals in recovery

Outcome Measures:

- Number of grant applications submitted/received
- Number of private funders

Year 5 Goal: To maintain updated evaluation, assessment data, and strategic plan in order

Objective: Evaluate progress and programs established

- Strategy 31: Perform a SWOT analysis
- Strategy 32: Conduct Community Needs Assessment
- Strategy 33: Measure where the 501 c 3 is with progress and effectiveness within the community to adapt and make any necessary changes to continue the social enterprise mission and vision

Outcome Measure:

- Results of SWOT analysis
- Results of Community Assessment
- Revised Strategic Plan