



Strategic Plan
Year 2-3

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

Objective: Maintain 50% member attendance at meetings

- Strategy 1: Council will meet 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 agendas and sign-in sheets
- Signed MOUs

Goal: Increase council participation in planning, implementation, and evaluation of all MERC activities and strategies

Objective: Develop leadership opportunities for council members

- Strategy 4: Create MERC Advisory Board with at least 50% of members being individuals in recovery
- Strategy 5: Utilize ad hoc work groups for specific strategies, events, or activities

Outcome Measures:

- Advisory Board meeting minutes
- Number of individuals participating on work groups

Goal: Create opportunities for exposure to additional pathways to recovery

Objective: Create opportunities for individuals to explore additional pathway to recovery in the two-county area, specifically focusing on individuals seeking alternatives to the 12-step format.

- Strategy 6: Start two (2) SMART Recovery meetings one (1) each in Madison and St. Clair Counties
- Strategy 7: Assist a community partner in starting and publicizing meetings or groups related to a second pathway to recovery, based on input from the MERC Advisory Board

Outcome Measures:

- Number of individuals trained to run the support groups
- Number of Recovery support groups started and/or publicized 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: Sponsor a yearly recovery event

- Strategy 8: Engage Council membership in planning and implementation
- Strategy 9: Advertise through media outlets and social media formats
- Strategy 10: Engage other recovery groups in the effort

Outcome Measure:

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

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

Objective: Develop/implement a marketing and outreach plan

- Strategy 11: Create a social media presence by utilizing current platforms
- Strategy 12: Create/implement outreach initiative utilizing power point presentations, informational tables, and brochures at community gatherings/events

Outcome Measures:

- Number of page followers and posts to social media
- Number of events attended by council members/MERC representatives

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 or enhance a Collegiate Recovery Presence on campus

- Strategy 13: Meet regularly with key university stakeholders to continue to encourage support for students seeking or maintaining recovery
- Strategy 14: Plan/enhance at least one (1) event supporting recovery on college campuses
- Strategy 15: Establish recovery support groups on campus or enhance current efforts
- Strategy 16: 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
- Number of engagement efforts with interested college students

Goal: Maintain Council momentum

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

- Strategy 17: Stay connected to members through emails, face-to-face meetings, and other partnerships and councils within Madison and St. Clair Counties
- Strategy 18: Host annual council lunch/dinner (2 and 3 year anniversary)

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 support strategies for individuals released from jail/prison

- Strategy 19: Establish and support training for those currently incarcerated and those in recovery
- Strategy 20: Develop informational handouts for employers regarding benefits to hiring individuals with past incarcerations and/or who are 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.

Objective: Increase Peer Recovery Specialists/Recovery Coaches by 10% by end of year 3

- Strategy 21: Create a Southern Region CPRS training course
- Strategy 22: 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
- Number of training opportunities

Goal: Increase community acceptance of individuals in recovery

Objective: Reduce stigma among community members toward individuals either seeking or maintaining recovery

- Strategy 23: Conduct a community survey to determine the level of stigma regarding individuals either seeking or maintaining recovery
- Strategy 24: Plan, implement, and evaluate a communication campaign in Madison and St. Clair Counties

Outcome Measures:

- Number of surveys completed
- Number of campaign releases
- Number/results of evaluation data collected

Goal: Maintain updated evaluation, assessment data, and strategic plan

Objective: Evaluate progress and programs established

- Strategy 25: Perform a SWOT analysis
- Strategy 26: Conduct Community Needs Assessment
- Strategy 27: 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

NOTE: The following goals, outcomes, and strategies will be additional focus areas for MERC. We will continue to revise the strategic plan based on assessment data collected and input from MERC members.

Goal: To ensure continued growth and independence of Council

Objective: Attain 501c3 status

- Strategy 28: Hold regular officer elections as determined by the Advisory Council
- Strategy 29: Revise or create necessary internal documents
- Strategy 30: 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 31: Seek out grant funding related to supporting individuals in recovery
- Strategy 32: Seek out private funding to support programs for individuals in recovery

Outcome Measures:

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

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 33: Establish a model for recovery centers
- Strategy 34: 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