



Strategic Plan, 2025 - 2028 Executive Summary

United Counseling Service is committed to enhancing the well-being of the communities we serve through accessible, high quality, mental health, substance abuse, IDD, and early childhood services. In response to the evolving community needs and challenges, our strategic plan outlines a roadmap for the next three years, focusing on sustainability, growth, and innovation.

Mission

Building a stronger community by empowering individuals and families to live healthy and meaningful lives.

Strategic Goals

1) Enhance and Expand Service Delivery

We will diversify our services to meet the community's needs and ensure they are delivered in an effective and accessible manner. This includes expanding our mobile and community-based services, expanding evidence-based practices, integrating technology in our service delivery, and expanding our hours and days of operations.

2) Strengthen Community Partnerships

UCS will strengthen relationships with community organizations, schools, and community groups to raise awareness of mental health, substance use, IDD, and early childhood issues, to increase awareness of the services and supports provided by the agency, and to reduce stigma. By fostering community partnerships, we aim to create a supportive and collaborative network that encourages individuals to seek services and support.

3) Invest in Our Team

UCS will foster a positive workplace culture that values inclusivity, collaboration, and recognition. By investing in ongoing professional development, recruitment, and retention strategies, we aim to build and sustain a highly skilled, diverse workforce that reflects the communities we serve and thrives in an environment of mutual respect, accountability, and support.

4) Promote Financial Sustainability

We will maximize our current funding sources, diversify funding sources, pursue new grant opportunities, engage in planful contract negotiations with payers, and explore other business models to ensure long-term organizational stability and growth. We will optimize operational efficiencies and explore cost-effective service delivery models.

5) Strengthen Infrastructure and Enhance Technology

UCS will continue to upgrade our physical and technological infrastructure to support service delivery and organizational growth, to ensure security and privacy, to enhance compliance, and increase efficiencies.

6) Enhance Quality Standards and Ensure Compliance

We will maintain the highest standards of care by embedding a culture of continuous improvement, quality improvement, and regulatory guidance throughout the organization. We will ensure that all services in mental health, substance use, IDD, and early childhood meet or exceed state and federal standards, accreditation, licensing, certification standards, and best practice guidelines.

7) Measure and Communicate Impact and Outcomes

We will be a transparent and accountable organization. We will evaluate the effectiveness of our services; ensure we meet strategic objectives and continue to improve client outcomes.

Meaningful and useful metrics will be utilized to evaluate our service effectiveness, changes are made to increase our effectiveness where needed and share results with community partners and those we serve.

Conclusion United Counseling Service is well-positioned to address the mental health, substance use, IDD and early childhood challenges facing our community today and in the future. This strategic plan reaffirms our commitment to providing services with excellence, compassion, and innovation. Together, we will build a healthier, more resilient community where every individual can thrive.