

YOUR HUMAN SERVICES PLAN - TRANSCRIPT

Welcome to HMSR-430 Administration in Human Services. This presentation covers Workshop One, strategic planning.

Hi. I'm Mr. Johnson, and I'll be walking you through this course, which is a continuation from your theoretical review in the previous course. You will begin applying the theory towards an actual human services program. Now that you have successfully completed the previous course, let's review your executive summary and see how you will expand on it to fully develop your human services program.

This course focuses on managing a human services program, which began with the executive summary. The executive summary includes an overview of your human services program. It should describe the mission, purpose, and value that your program offers to your community. From this summary, you will next create a strategic plan outline.

A successful strategic plan outline begins with a simple outline of your plan for the human services program, which is based on your identified goal.

The outline main headings include, at minimum, the goal, activities to reach the goal resources to complete the activities like staff, supplies, computers, etc., a budget, and funding.

First, establish a strategic goal. For example, based on a needs assessment, I have identified that my community requests for services and medication for depression has increased by 23% over the last year. There are no depression treatment facilities in my local community specific to military personnel and their families.

Therefore, based on the identified community needs, my goal is to create a depression treatment program for my community towards reducing requests for services and reducing the need for medication.

Next, consider the activities that will lead your human services program to that goal. For my depression treatment program, I need to identify the focus for my population, as military personnel and families face different experiences than civilians.

In conducting research about my population, I have identified that depression has resulted in an increase in behavioral and stress disorders.

Therefore, my program will include activities to address those disorders.

Next in my strategic plan outline is resources. There are a variety of resources you want to include in your strategic outline. For example, knowing that I will be conducting training, I will need staff to train to provide therapy. I will also need vendors to create the training and to conduct business.

Using the list of activities and potential available funding, determine the resources you will need to reach your goal.

You began building your budget in the previous course and will continue to build your budget throughout this course, which is part of managing a business. Your business financial statement will track incoming and outgoing monies. Ensure that you keep your budget updated as you identify expenses, as your budget feeds the human services program financial statement.

Now it's your turn. We've reviewed the basics in writing a strategic plan outline for your human services program. Use the information from this presentation to begin writing your own strategic plan. Remember, it all starts with the goal and the plan must align with reaching that goal.

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