

Goal 1:

Enhance existing resources with an emphasis on improved outcomes.

Objective(s):

- A. Right-size space to the demands of the service area.
- B. Recruit and retain quality staff in all departments.
- C. Increase and diversify our funding streams.
- D. Identify and utilize state of the art technology.

Goal 2:

Strengthen the community's perception of Prairie Ridge as a positive resource and leader in the healthcare field.

Objective(s):

- A. Explore potential partnerships with other community programs.
- B. Develop a strategy to utilize our marketing resources.
- C. Explore the pros and cons of a Development Director.
- D. Involvement in community-based organizations.

Goal 3:

Pioneer innovative and creative services designed to develop leadership in the lives of all those with whom we interact.

Objective(s):

- A. Robust succession planning for all key positions.
- B. Increase and improve focus on mental health services.
- C. Define characteristics of impactful leadership and determine strategies to foster those characteristics in our staff and patients.
- D. Staff are educated about, and providing services through, a cohesive and synergistic approach.