**Strategic Plan Progress Report – TALKING POINTS FOR 3/26/24**

1. **Marketing**- Many of the first goals have been pushed to after 4/6 (creating a marketing budget, plan and sample elevator speeches)
2. **Kent and Sussex**- Goals of creating a committee and getting consultant for needs assessment have been completed. Assessment completed. Committee will convene after 4/6 to review next steps.
3. **Philanthropy/Fundraising**; A consultant has been identified and hired to begin work on cleaning up the SalesForce database. Focus of Development committee is on 4/6, but can then turn to creating and reviewing Development Plan. Additional Development staff has been built into Longwood ask.
4. **Programmatic Profitability** – “Deep Dive” on Outpatient behavioral health is completed, resulting in several operational improvements to help with financial sustainability. Next program is Fellowship.
5. **Internal Development (People Power)**
   1. Staff – a survey for training needs is near completed
   2. Board – nothing due yet
   3. Volunteers – nothing due yet