



To: Valerie Nowak, LMHC, CEO
From: Marta Hiczewski MS, Managing Partner
Date: February 16, 2024
Re: Status Report – January 2024

Period Accomplishments – January 2024

- **Finance –**
 - Review Val accomplishments and made comment to strengthen material given to Howard .
 - Review resume for MH program manager and comment to Val.
 - Planning and participation in January 4 Finance committee meeting

- **Board –**
 - Governance Committee Mtg – supporting outreach to prospective board members (Medical, Highmark, Mental Health)
 - Schedule Retreat discussion for 2/22
 - Schedule discussion Marta managing recruitment effort
 - Participate in the Strategic Planning Committee meetings: Issue, how to address Howard’s involvement in Committee. Chris to talk to Lou

- **MH Programing/Infrastructure –**
 - MH Business Plan – review of plan when new Dir of Clinics comes onboard
 - MH Monthly Review – recruitment campaign in works, met with ESC re Careers page link with Incept. Lake Shore brochure printed.

- **Marketing & Development –**
 - Business First – 2024 Best Place to Work finalist
 - Bloomerang CMS – audit review with Courtney
 - Social Media – support manager
 - M & D Meeting – Frontier catering agreement signed, first wave of sponsorship requests to vendors sent out
 - Upper Edge Consulting meetings – HH+, clinician school loan repayment ops and Erie County RFP
 - Caregiver Support Series – supporting grant fulfillment – coordinated marketing – Buffalo Healthy Living ad and article,

WBBZ videos of caregivers/Marissa/Jennifer, Senior Radio segments with Marissa and Jennifer

- **Organization Infrastructure –**
 - Discussion around changes to organization chart and opportunities based on the January 3 e mail of concerns
 - Priorities Meeting – monthly priorities
- **Senior Services –**
 - SS Business Plan – plan outline awaiting budget

Next Period Priorities – February 2024

- **Board –**
 - 2/22 – Board Retreat discussion – Strategic Plan topic area
 - Governance – Board member recruitment management process
 - Recruitment – current outreach to (Healthcare, Mental Health, Highmark/IHA, Rich’s discussion)
- **Finance –**
 - Preparation for and participate in 2/16 finance committee meeting
 - Preparation for and participate in the 2/27 Q4 budget meetings
 - Support SS commission preparation and SS business plan preparation
 - Review resumes for Revenue Cycle Manager
- **MH Programing/Infrastructure –**
 - Meet with new Dir of Clinics – support onboarding and school program overview
 - Recruitment – Harmonia Careers page – ESC link to application in process – Incept to provide three versions of digital ad campaign
 - School program – supporting outreach to other school districts – East Aurora meeting held 2/5; Hamburg/Frontier schools to be scheduled.
- **Marketing & Development –**
 - Bloomerang CMS – schedule Courtney preliminary training, meet with acct ex to discuss opps for Donor Search, Financial connection, etc.
 - Upper Edge’s services – priority areas identified in meeting – Senior Services, NYS capital funding for roof, etc.
 - Garden Party – 2/14 committee meeting – layout where we are and what we need from team members – sponsors, ticket sales, silent auction items, gift wall certificates

- **Organization Infrastructure** –
 - Priorities Meeting – identify priorities

- **Senior Services** –
 - Senior Services Business Plan – plan nearly complete – awaiting finalization of items from department
 - Caregiver Support Project – budget and prep for final report support - video edits, BHL article, Senior Radio social media posts

- **Health Home** –
 - HH business planning discussions.

- **Strategic Plan** – new process for 2024, discussion on process for 2025 – 2027 SP

The Magellan Group
Rand Building, Suite 834, 14 Lafayette Square, Buffalo, NY 14203
www.magellanadvisory.com