



To: Valerie Nowak, LMHC, CEO
From: Marta Hiczewski MS, Managing Partner
Date: May 1, 2022
Re: Status Report – April 2022

Period Accomplishments – April 2022

Organization –

Strategic Priorities – Monthly meeting. Layout Status Report based upon implementation elements of Strategic Plan.

Recruitment brochure – pursue copy for pages within brochure, view preliminary cover photos

Board Member – recruitment discussion with potential board member with background in marketing, communications and event management

Marketing & Communications –

Marketing & Development Plan – outline of plan drafted

Social Media – relevant posts, engage and train social media manager, introduce her to key leadership, provide oversight to postings

Digital Marketing – mental health clinician ads running, identify additional digital support efforts for recruitment

Communications – met with Mike Barone to discuss communications support – colleges & universities presence, Blogs (HCC website and to share with others), Hamburg move

Mental Health Expansion -

Seneca journal article – MOU signed, shared data file

Expansion Funding – Oishei funds on hold

Data Management – engage and direct CCNY - 10e11 system update, ensuring data integrity, dashboard reporting. Next steps – education data meeting, marginal communities (Native) and demographic data meeting, provider productivity metrics meeting scheduled

Development -

CarePanion – Garman Grant – awaiting response on 2022 Grant application submitted

Exhale program – review budget and make recommendations

Southtowns Chamber – met with Sr. Director of Marketing about outreach opportunities to develop relationships and engage businesses and corporations to support organization. Board seat available, monthly networking (possibly to host), quarterly matching, Golf Tournament foursome

Finance –

Organization Development: meet to discuss reboot. Need to finalize the organization chart, position descriptions, performance evaluation template. The proposed format may be too complicated.

Recruitment: Discussed and refined recruitment model. The model will tell us how much we could pay and still make money on a provider. Revenue variables are billed rate per hour and productivity percentage. Met to discuss a counselor and NP hire. NOTE: it is important that we calculate the billed revenue PER HOUR to calculate total revenue.

CCNY: participated in opening meeting. Very happy to have them helping.

Investments: Met to determine total cash availability and needs for working capital and amount to be invested, and in what type of investment.

Next Period Priorities – May 2022

Organization development:

Strategic Plan – Schedule review with Goal Champions in preparation for June SP Team

Strategic Priorities – monthly review in fulfillment of monthly priorities, Strategic Plan goals and HCC-Magellan deliverables

Marketing & Communications –

Digital Marketing – increase MH recruitment ad, hold on Seneca ads until counselors replaced

Social Media – oversee social media manager, increasing association with other relevant organizations to increase reach

Communications – receive and review proposal from Mike Barone (based on July start)

Development –

Facebook donations – pursue link to receive donations

Bloomerang – work with new office manager for set up and updating

Southtown’s Chamber – pursue opportunity

Grants – discuss and pursue 2023 grant funding where appropriate

CarePanion – Garman Award – awaiting grant application status

Finance:

Investments: meet with investment advisor to evaluate current portfolio and change in invested cash

Recruitment: continue to use the model to evaluate hiring

MH Expansion: update the model with updated units of service.

Mental Health Expansion –

Expansion Funding – determine next steps for in-School counseling – Lake Shore program and explore other schools

Business Plan – revise School program forecasts to reflect accurate units of service. Need to develop revised units of service.

Journal article – support article