



## EXECUTIVE SUMMARY

# Strategic Plan 2017-2020

The Autism Society of North Carolina is the leading resource in North Carolina to connect individuals with autism, their families, and their communities to life-changing programs and supports unavailable anywhere else. ASNC leads the field clinically and respects and values the uniqueness of all individuals with autism, helping them to have healthy, safe, and fulfilling lives in their own communities.

The ASNC executive team and Board of Directors developed the 2017-20 strategic plan, which was approved in June 2017. The plan provides a framework that guides ASNC to focus its resources and the efforts of board, staff, and stakeholders toward meeting our mission. This plan includes goals, objectives, and action steps to guide the organization over the next three years. ASNC's mission and vision remain:

**Mission** – The Autism Society of North Carolina provides support and promotes opportunities that enhance the lives of individuals within the autism spectrum and their families.

**Vision** – ASNC is the leading resource in North Carolina for connecting people who live with autism, and those who care about them, with resources, support, advocacy, and information tailored to meet their unique needs. ASNC strives to create communities throughout the state in which people on the autism spectrum and their families are empowered, supported, and fully embraced.

### **Methodology:**

Several priorities emerged for organizational development through market research; analysis of current service lines; a literature review of national autism trends; Strength, Weakness, Opportunities, and Threats (SWOT) analyses for both the Leadership Team and the Board of Directors; a review of The Council on Quality and Leadership's recommendations; and a stakeholder survey.

The plan provides four key strategic initiatives that will be the focus for ASNC's strategic development over the next three years.

### STRATEGIC GOAL #1:

## Program Quality

ASNC will provide the highest quality advocacy, education, and direct services across the autism spectrum and throughout individuals' lifetimes.

### **Some of the key components of this initiative include:**

- Increase support for autism self-advocates and outreach to families of individuals who are newly diagnosed.
- Develop and implement an effective approach to reaching underserved regions.
- Ensure that concepts of wrap-around care address issues with physical and behavioral health care.
- Ensure that all staff are informed on the latest clinical best practices and research.
- Expand the following programs: LifeLong Interventions, Community Services, Employment Supports, Social Recreation, and IGNITE.

## 2 STRATEGIC GOAL #2 External Reputation

ASNC will be recognized as the leading statewide resource so that self-advocates and families know to seek our support first and rely upon us throughout their lifetimes.

**Some of the key components of this initiative include:**

- Ensure that ASNC's brand is recognized, that external audiences understand what we do, and that information is easily accessible from us as the subject matter experts.
- Continue to ensure that ASNC is connected and valued by others of influence who are the decision-makers at various levels of local, state, and federal government through active engagement in public policy networking and educating grassroots.
- Review and validate the current ASNC mission, vision, and value statements.

## 3 STRATEGIC GOAL #3 Internal Competencies

ASNC must maintain the necessary infrastructure to succeed in a changing political, funding, and service-delivery environment.

**Some of the key components of this initiative include:**

- Invest in employees to retain the best talent within the field.
- Ensure that ASNC is viewed as an employer of choice within the autism community.
- Ensure that ASNC's staff has access to the latest technology to enhance service and innovation.

## 4 STRATEGIC GOAL #4 Financial Stability

To ensure sustainability to all of its stakeholders – individuals with autism, their families, professionals, the community, and staff – ASNC must be financially stable, nimble, prepared for future growth, and ready to replicate successful programs.

**Some of the key components of this initiative include:**

- Continue to diversify funding streams.
- Increase cash reserves for future opportunities and emergencies.
- Broaden the base of donors to increase fundraising in support of the mission of ASNC.

