



CIT Strategic Plan

November 2015 – November 2017

"Communities large and small are seeking answers to managing crisis issues and crisis services. When changes are mandated, community collaborations and partnerships are the key. Advocates have long asserted that law enforcement personnel often do not receive adequate mental health training, resulting in ineffective and sometimes fatal encounters or outcomes. In 1988, Memphis introduced the first Crisis Intervention Team as a vital component to the community's demand for safer first responder crisis services.

CIT partnerships led to changes in existing systems and stimulated the development of new infrastructures for services/care. Suicide attempts and mental health crisis concerns are recognized as a priority. Crises are about people, about our community, our families, our friends, and our loved ones. CIT is built and founded on principles of dignity, understanding, kindness, hope and dedication. Suicide encounters and those crises relating to mental illnesses are about our community, our friends, loved ones, and us. It is a fundamental requirement that crisis services and care are present."

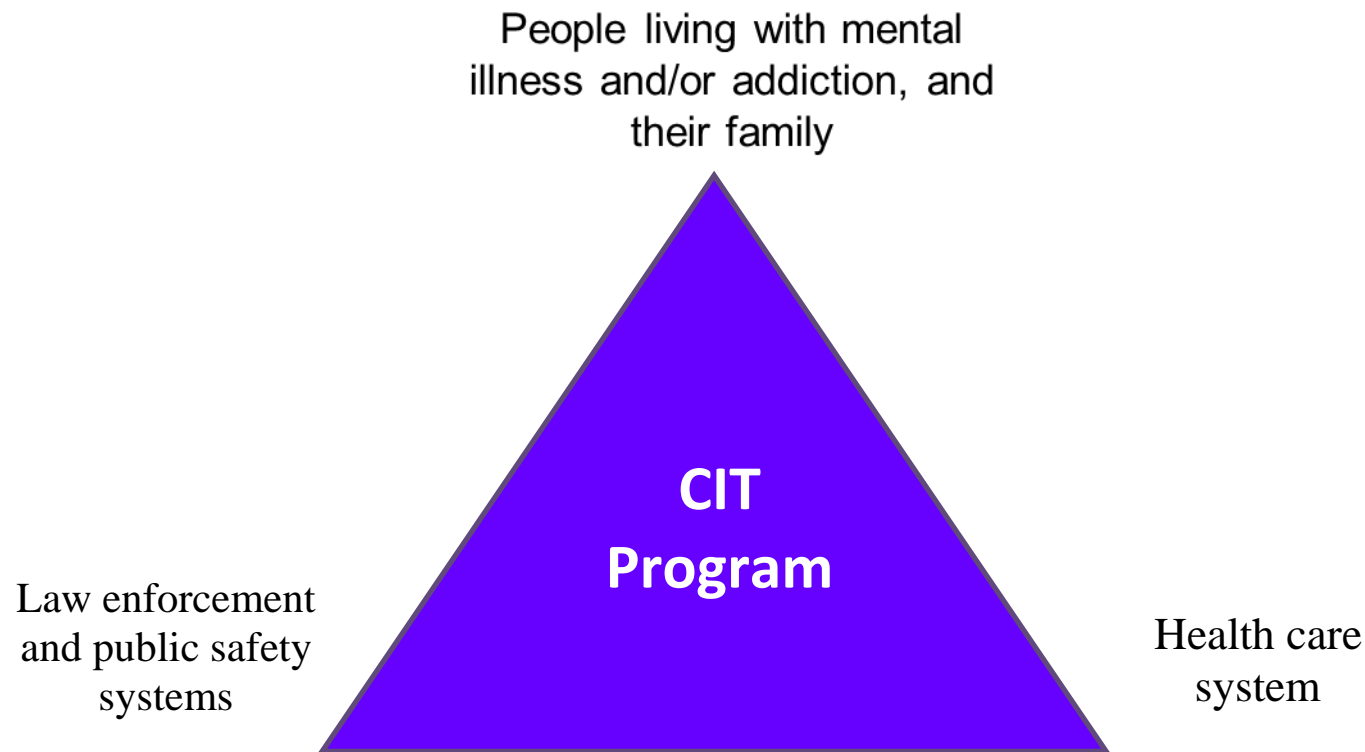
~ Major Sam Cochran ~

Vision

CIT International aspires to be a leader in promoting safe and humane responses to those experiencing a mental health crisis.

Mission

Promote community collaboration using the CIT Program to assist people living with mental illness and/or addiction who are in crisis.



Values

- *We believe recovery is possible.*
- *We support teamwork and collaboration.*
- *We educate to provide safe and compassionate interventions.*
- *We promote diversions into mental health systems of care.*
- *We strive for continued improvement of outcomes through effective CIT programs*

Goals

We do this to

- *Increase access to, the adoption of, and operations of effective CIT programs*

CIT Programs

- *Increase the quality of life for people with mental illness and addiction*
- *Increase safety and security for all consumers, law enforcement, and community members*
- *Enhance mental health for all*
- *Shift how health care and criminal justice systems respond to people with mental illness and/or addiction*
- *Transform how society and systems view people with mental illness and/or addiction*

Our Operational Strategies

CIT International has identified the following six strategies in support of its mission.

Each strategy has been assigned to a committee to develop the means of achievement. CIT International will provide full support to each committee in its endeavors. It is the responsibility of the Executive Committee to monitor the progress of each of the priorities.

Strategy 1

Engaging in the national conversation

Objective:

Increase International, National, and local visibility as an organization while developing more formal partnerships with advocacy organizations, mental health services, and law enforcement services.

~Public Awareness and Legislative Committee~

18-24 months

Strategy 2

Ensure effective and exemplary implementation of CIT programs

Objective:

Maintaining quality assurance and improvement by serving as experts and utilizing TA, webinars, the conference, “certification,” research, and explore/develop an “affiliate” structure

~Program and Training Committee~

18-24 months

Strategy 3

Ensure the delivery of effective annual CIT Conferences that promote and help sustain CIT

Objective:

Explore ways the conference can increase quality, visibility of CIT, revenue, create “101” and advance education opportunities, utilize video, and partner with national organizations

~Conference Committee~

3-18 months

Strategy 4

Ensure a sound Membership Design that will increase and sustain memberships

Objective:

Explore ways CIT can better its membership model - benefits, tiers, cost-benefit, revenue, individual/agency, programs

~Membership Committee~

3-18 months

Strategy 5

Increase Fundraising opportunities and increase revenue for the organization

Objective:

Explore ways to diversify revenue streams, identify fundraising goal, sources, and outreach/capacity plan (board and/or contractor), articulate values

~Fundraising Committee~

3-18 months

Strategy 6

Communications and Branding

Objective:

Develop and update methods and tools to better tell our story, promote the full CIT model and increase the CIT brand

~Communications Committee~

3-18 months

Our Organizational Governance Strategies

CIT International is committed to maintaining a sound organization in order to carry out our CIT Mission. In order to do this the Board of Directors has laid out four key strategies which are overseen by standing committees.

Strategy 1

To conduct urgent business when necessary and to be the oversight for the implementation of the strategic plan

Objective

Oversee the implementation of the strategic plan, track progress, address barriers, and respond to issues in a timely manner in between board meetings

~Executive Committee~

Strategy 2

Provide financial oversight for the organization

Objective

Develop annual budget, monitor adherence to the budget, provide financial reporting to the board, file annual tax statement, set long range financial goals, and develop internal control and accountability policies.

~Finance Committee~

Strategy 3

To oversee the Board nominating process

Objective

Call for nominations for open board positions, prepare slate, oversee voting process, call for nominations for Officers, and prepare the slate for Board Officers

~Nominating Committee~

Strategy 4

To advise, review and make recommendations to the board on corporate policies

Objective

Review current policies and determine if any changes needed, ensure there are written policies that align with the Bylaws as well as policies that have been approved by the board

~Board Policy Committee~