



## Strategic Plan 2021

### EXECUTIVE SUMMARY



**Every Child Safe, Healthy and Connected**

## Executive Summary

### Overview & Recommendations of Strategic Planning Process

The Wisconsin Safe and Healthy Schools Center (the WISH Center) strives to build the capacity of Wisconsin educators to promote the wellbeing of every student. The WISH Center seeks to reduce barriers to learning through training and support for implementation of practices that effectively address the needs of the whole child, including social and emotional learning, mental health, school climate and safety, and alcohol and other drug use.

Rising student needs in these areas, along with the heavy demands on schools resulting from the COVID-19 pandemic caused the WISH Center team to carefully consider how it might evolve services to align with these needs to support equitable learning for each student.

The WISH Center partnered with Coordinated Care Services, Inc. (CCSI) in the fall of 2021 to create a strategic plan, with input from key stakeholders. The WISH Center met regularly to evaluate the current Wisconsin educational environment, assess the current state of the WISH Center services, identify directions for change, and set objectives and strategic actions to respond to the dynamic environment of Wisconsin school communities and the needs of the diverse students in Wisconsin.

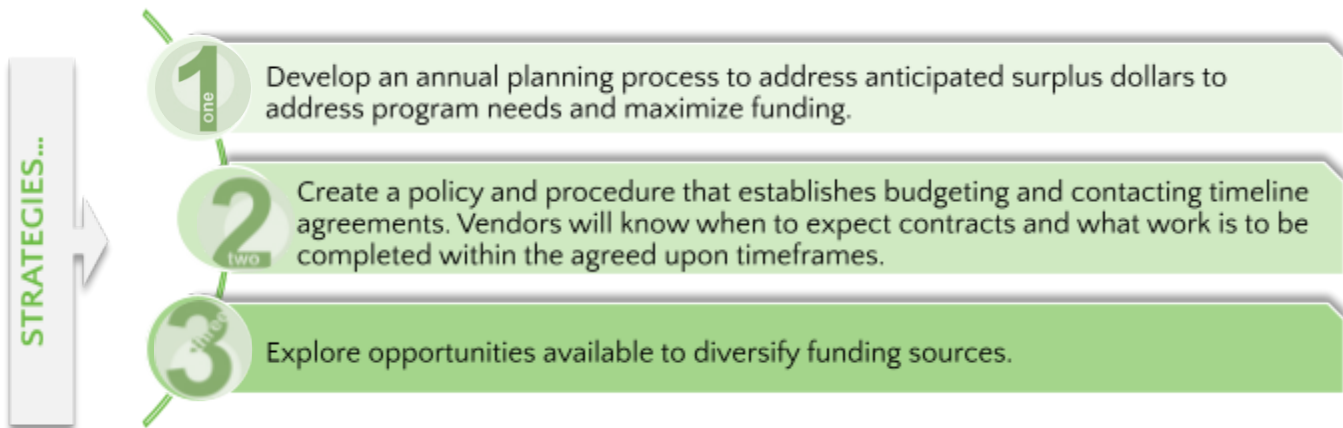
Four focus areas emerged to form the heart of the strategic plan for an improved and resilient WISH Center: financial sustainability, quality and customer experience improvement, internal and external process improvement, and an intentional focus on the wellbeing of the WISH Center Staff.



## Executive Summary | Areas of Focus

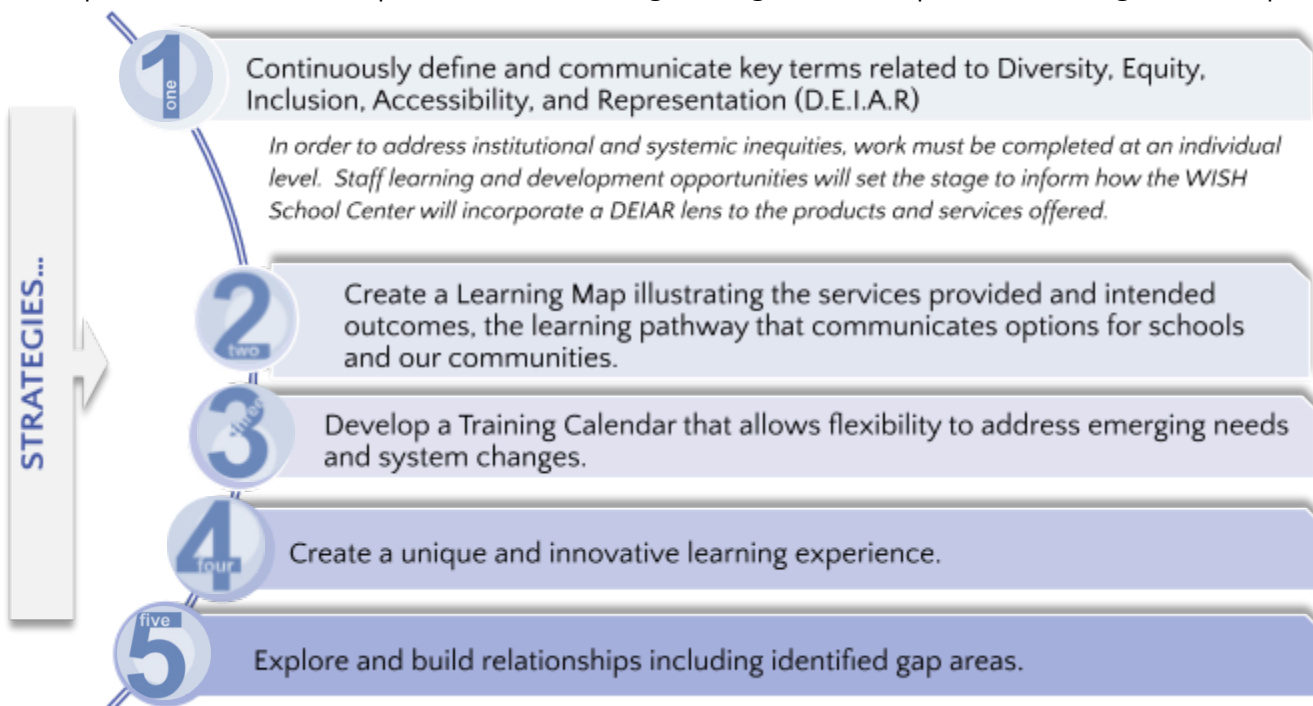
### Financial Sustainability Goals

**ISSUE STATEMENT:** In order to provide ongoing support to Wisconsin public schools in their ongoing efforts to reduce barriers to student success, it is essential for the WISH Center to identify actions that promote the stability and maintenance of operating costs and maximization of available revenue.



### Quality & Improved Customer Experience Goals

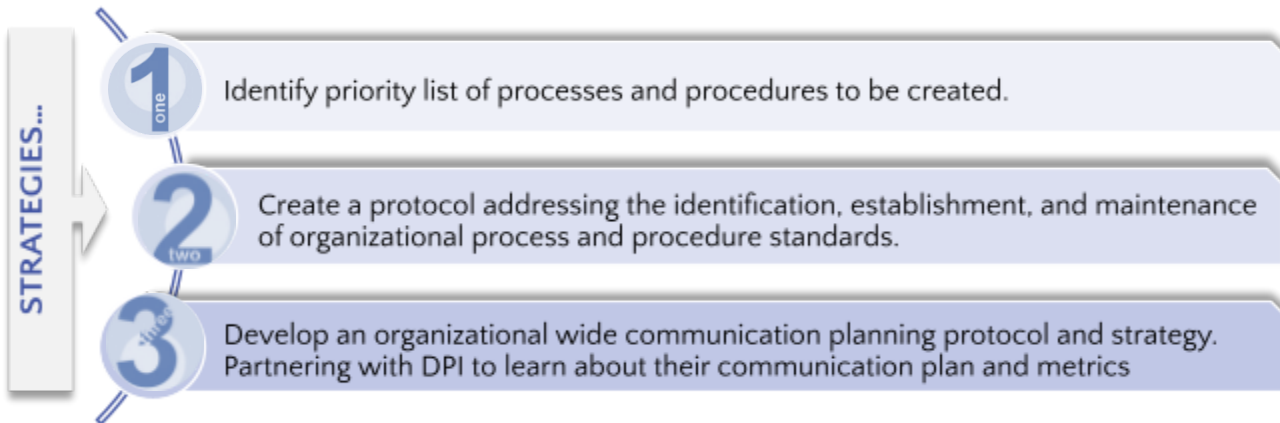
**ISSUE STATEMENT:** Supporting safe and healthy schools for every Wisconsin student involves intentional effort and action on new ways to provide services to educators, administrators, and community members, including offering flexible and inclusive delivery methods, support for implementation of new practices, and strengthening relationships with existing and new partners.



## Executive Summary | Areas of Focus

### Internal & External Process Goals

**ISSUE STATEMENT:** Successful implementation of the strategic plan depends on the use of processes that enable the WISH Center to maximize opportunities to reach its organizational goals and objectives.



### WISH Center Staff Well-Being Goals

**ISSUE STATEMENT:** The demands on our team have intensified during the pandemic, leading to stress and uncertainty. Care and attention to our organization's culture, staff resilience, and opportunities for professional growth and learning, will positively impact the WISH Center staff members and the experience of all stakeholders.

