



Adolescent Counseling Services

2015-2018 Strategic Plan

Approved by the ACS Board of Directors on December 4, 2014

STRATEGIC PRIORITIES: 2015-2018

In evaluating our strategic position, ACS has concluded that there are five strategic priorities we need to address in the next three years. The five priorities are interconnected and interdependent – success in one area will directly impact the success in all others.



In order to effectively address each of our priorities, and to ensure that we are measured in our implementation approach and do not become overwhelmed in any given year, we have divided plan implementation into two periods.

From January 2015 through June 2016, we will focus on infrastructure development in five key areas:

1. Fully integrating our programs and services
2. Branding and messaging
3. Electronic client record keeping
4. Restructuring our fund development and marketing team
5. Securing a long-term facility or facilities

From July 2016 to June 2018 we will focus on program expansion.