

## Update from NIEAPA Strategic Planning Committee

As you know, over the past several weeks, NIEAPA has been conducting a strategic visioning process with our members to help the organization can reimagine its role, purpose and the ways that it can best serve its members, partners and the community.

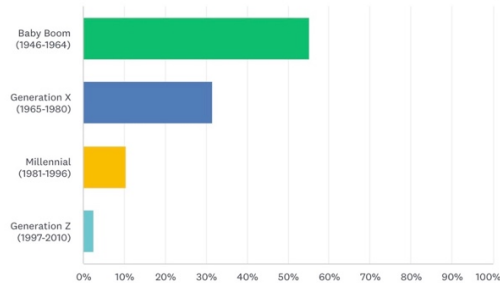
Assisting us has been David Schreier Associates, a Chicago-based consulting firm that specializes in capacity-building for nonprofit organizations.

This communication has two purposes:

- 1) To share highlights of the recent member survey (to 1,700 individuals)
- 2) To share highlights of the recent strategic visioning online mini-retreat

## SURVEY HIGHLIGHTS

### Which generation do you belong to?



### Most frequently made suggestions that members said they would like NIEAPA to focus training on:

- Domestic Violence
- Substance Use & Addiction (social media, porn, substances, gambling)
- Motivational Interviewing
- Mental Health & Brain Research
- Mental Health Wellness for Clinicians, Work Life Balance
- Trauma Treatment, Crisis Work, Crisis Management
- Race, Culture, Bias

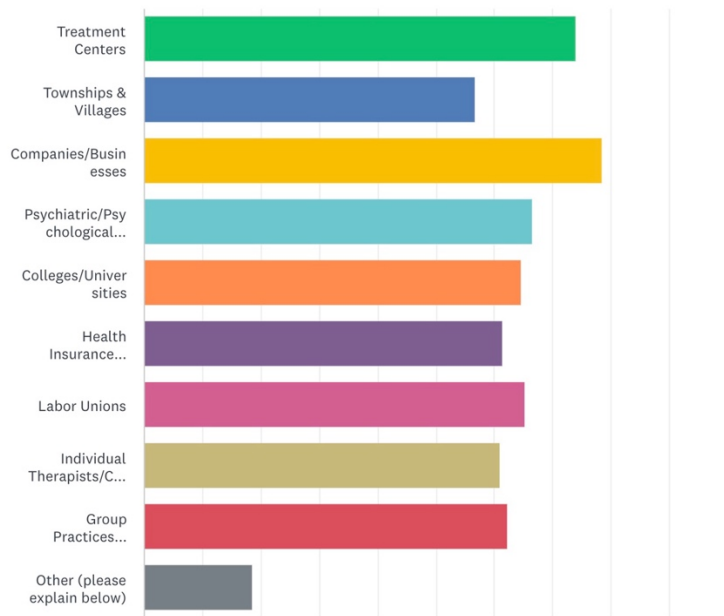
### Should helping NIEAPA members find/change jobs be a priority?

Sentiments are somewhat split. Several commented that this could be a service of NIEAPA (e.g., a job-posting board on the website) but that it should not be a priority



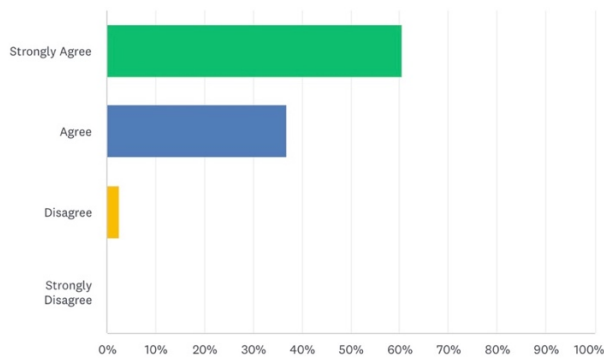
### Which stakeholder groups should NIEAPA partner with to advance shared interests?

Companies/businesses and treatment centers were the top two categories, with essentially all the remaining categories tied for second place.



**Should NIEAPA position itself as a community resource during times of crisis (e.g., the recent Highland Park shooting)?**

Significant support for this idea, with 97% of members either strongly agreeing or agreeing



**NIEAPA would like to forge stronger partnerships with area nonprofit organizations. Which nonprofit sectors should it focus on?**

There were several suggestions but two areas stood out as being of highest interest

1. Aging
2. Children/Youth

## Online Mini-Retreat Highlights

- Earlier this month, NIEAPA held a two-hour, online, mini strategic thinking retreat that focused on **Forging Meaningful Partnerships**.
- This was the first of what is expected to be a sequence of additional planning sessions; the mini-retreat was establishing a foundation for further work.
- Both newer and more veteran professionals participated in thoughtful and creative discussions that had high energy, enthusiasm and respect for NIEAPA.
- Retreat breakout sessions focused on three areas that were indicated as important on the survey:

- 1) Identifying ways for NIEAPA to partner with nonprofits that represent the Children/Youth and Aging sectors

Desired approaches:

- Aging sector - Cultivate relationships with AARP, Area Agencies on Aging
- Children-Youth sector – Cultivate relationships with YMCA, Casa, Metropolitan Family Services, Chicago (and other area) Public Schools

- 2) Identifying ways that NIEAPA could best support the community during times of crisis

Desired Approaches:

- NIEAPA organizes a rapid-response call-down roster of members who express interest in assisting during a crisis.
- NIEAPA offers training on crisis response to members

- 3) Identifying ways to advance the shared interests of NIEAPA and a) Treatment Centers or b) Corporations

Desired approaches:

- Focus on cultivating relationships with CLUs, Benefit Managers Association, Outplacement Providers, HR managers, and CEOs
- Assess obstacles to how EAPs are accessing and referring to Treatment Centers
- Maintain a much more visible public presence at conferences, events, fairs, etc.

## **Next Steps**

While the schedule for the June NIEAPA conference is already looking full, the Planning Committee will look at whether there is an opportunity to address planning activities there

Future planning steps need to be worked out but will likely include:

- Reviewing and adapting (if necessary) the NIEAPA mission statement
- Developing a NIEAPA vision statement
- Aligning NIEAPA committees with Desired Approaches described above.