



# Annex Teen Clinic Strategic Plan 2015-2020

Finalized October 2014

Mission Statement: The Annex Teen Clinic helps young people take charge of their sexual health by providing confidential health services and education.

## POSITION STATEMENT 1

### THE ANNEX IS AN ESSENTIAL COMMUNITY PROVIDER OF HIGH QUALITY, ACCESSIBLE SERVICES FOR ADOLESCENT SEXUAL HEALTH.

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#### *Strategies*

1. Maintain an on-going commitment to culturally competent services and programs, with a special emphasis on authentic youth-adult partnerships.
2. The Clinic and Health Education continually review and implement best practices for their patients.
3. The Annex operates a sustainable “It’s Your Future” program.

*Initiative:* Continue to work with partner schools and Hennepin County to sustain and grow the “Whole School” program that evolved from TP3 and “It’s Your Future”.

4. Focus on customer service to all our customers, including program participants, patients, contractors, funders, and community partners.

## POSITION STATEMENT 2

### WORK IS DRIVEN BY POSITIVE YOUTH DEVELOPMENT PRINCIPLES.

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#### *Strategies*

5. Authentic youth-adult partnerships serve as the foundation for all the Annex’s services, both in the Clinic and Health Education departments.
6. Volunteers and staff understand youth development principles, and base our service delivery on them.
7. The Annex Advisory Council is an essential resource to guide the organization’s operations, programs and priorities.

### POSITION STATEMENT 3

#### THE ANNEX IS A CRITICAL ACCESS POINT FOR ADVANCING AND COORDINATING YOUNG PEOPLE'S HEALTH AND WELLNESS GOALS.

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##### *Strategies*

8. Implement the most effective and cost-efficient methods for providing care coordination and counseling for clients seeking additional supports.
9. Continue to identify and cultivate additional collaborative partnerships with organizations that offer services to support the holistic health and wellness of Annex clients.

### POSITION STATEMENT 4

#### PARENTS, PROFESSIONALS AND YOUTH ADVOCATES CONSIDER THE ANNEX A HIGH QUALITY RESOURCE ON ADOLESCENT SEXUAL HEALTH.

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##### *Strategies*

10. Develop and grow high quality programming for parents, professionals and youth advocates by increasing dedicated FTE.
11. Continue to offer parent education classes and resources for parents, professionals and youth advocates.
12. Renew commitment to family / caregiver education programming like "Celebration of Change."

## POSITION STATEMENT 5

### THE PUBLIC UNDERSTANDS HOW THE ANNEX POSITIVELY CONTRIBUTES TO YOUNG PEOPLE'S LIVES.

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#### *Strategies*

13. Use a branding process to create a vibrant marketing plan.

*Initiatives:* Create an identity.

Develop key messages and key audiences for those messages.

Create a brand and brand strategies.

Design and implement a marketing plan.

14. Integrate evidence-based successes into all materials, reports, marketing efforts and grant applications.

## POSITION STATEMENT 6

### THE ANNEX THRIVES ON DIVERSE AND SUSTAINABLE FINANCES.

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#### *Strategies*

15. Develop a five-year development plan consistent with the goals and needs of the overall strategic plan.

*Initiative:* Build specific processes to solicit institutional, corporate sources and individual donors.

16. Work in partnership with Hennepin County to leverage on-going financial support for programs including those whose funding expires on August 31, 2015.

17. Strengthen fund development capacity by increasing dedicated FTE.

18. Develop a long-term capital plan to assure integrity of the Annex's physical assets.

19. Grow earned income revenue by securing contracts with primary insurance products used by Annex patients.

20. Continually review and implement best practices in technology, including a technology plan.

*Initiative:* Stay current with young people's use of internet and social media.

Ensure technology vendors can deliver preferred equipment and programs.

21. Integrate external vendors' accounting processes with internal receivables and coding.

## POSITION STATEMENT 7

### THE ANNEX PROVIDES A CHALLENGING AND SUPPORTIVE ENVIRONMENT FOR MISSION-DRIVEN EMPLOYEES AND VOLUNTEERS.

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#### *Strategies*

22. Develop a uniform employee performance management system.
23. Create an extensive, internal staff and volunteer orientation to the Annex.
24. Create employee and volunteer appreciation processes, including regular appreciation events.
25. Plan and conduct employee development training including teambuilding and conflict resolution training.
26. Improve the human resource presence at the Annex, and its connection to employees.
27. Provide a stellar volunteer experience.

## POSITION STATEMENT 8

### STRONG LEADERS PROMOTE INNOVATION, EMBRACE BEST PRACTICES AND ENSURE LONGEVITY.

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#### *Strategies*

28. Create succession plans.
29. Grow the Board's capacity for fund development.
30. Develop a plan to cross-train Director-level employees.
31. Integrate financial planning and management into all Director-level positions.
32. Shift Director-level staff from an operational focus to a leadership focus.
33. Create and nurture a healthy environment that explores and advances the integral connection of Clinic and Education programs and staff.

*Initiative:* Create a work plan with outcomes that emphasize the integration of clinic and education practices.