**CDS East Strategic Plan 2014**

**Communication**: East staff completed the attached survey answering the following questions as effective, somewhat effective, or ineffective.

1. How would you rate communication with your shift partners?
2. How would you rate communication at shift exchange?
3. How would you rate you experience with your co-workers?
4. How would you rate communication with your supervisors

The majority of staff rated all of the above questions as effective but there were suggestions to improve communication in the East region:

* Improved progress notes and notes in logbook by staff.
* Utilize pass-on information consistently in the program logbook.
* Better utilization of time to update staff during shift changes.
* All staff should review the participant’s progress notes as well as the logbook during their shift.
* Come into the job with a good attitude/cooperative with your shift partner.
* Youth care staff should utilize walkie-talkies in shelter especially during times when staff is separated from each other or not within talking distance.

**Increase Utilization and Program Improvement:**

* Attend all school “open house” events at the beginning of the school year.
* Set up CDS table at home football games (school sports events) to distribute information.
* Meet with school guidance counselors, resource officers, and school deans quarterly.
* Set up CDS information table outside Wal-Mart.
* Meet with attendance clerks at schools and provide brochures for parents.
* Place CDS article/advertisement in the local newspaper.
* Improve CDS internet page.
* Create CDS Facebook site.
* Send out flyers/mailers to targeted zip codes.
* Pass out materials door-to-door in apartment/housing authority or place flyers in the common areas.
* Set up a booth at the Putnam County Fair.
* Place a billboard advertisement on Hwy 19 and or Hwy 17 in Palatka.
* Increase outreach at local pediatricians and churches.
* Change our message from problem youth “truant, ungovernable, or runaway” to a more “helping” message for today’s teen.
* Increase our expected length of stay to 35 days for each participant to order to best meet the needs of our youth and to complete individualized plans.
* Add more activities/outing during the weekends and summers for residential program.
* Offer “Summer Camp”
* Provide Certificates of Completion for participant of shelter and FA programs.
* Improve Achievement Level privileges and “Store” items.

**Identified Barriers to Services:**

* Parents are afraid of “Social Services” involvement.
* Lack of transportation
* Lack of advertisement
* Lack of updated technology
* Lack of understanding by families of how to engage in services.
* Some staff do not always exhibit helping attitude or a” no wrong door” approach.
* Parents respond to “crisis moments” but failed to follow through when things calm down.
* Too many “no shows”
* Our message/reputation is too negative/punitive.

**Hiring and Retention of Qualified Staff:**

* Increase rates of pay/salary to become more competitive.
* Reward longevity of employees either with increase in pay or some form of reward. (It costs a lot to advertise and train staff). Use these funds to reward trained, dedicated, competent staff.
* Provide Quarterly Cookouts for employees
* Return the Holiday Celebration for all CDS employees at nice location with door prizes.
* Improved Health/Dental benefits.

**Staff Incentive for Increased Utilization/Productivity:**

* Money ($50-$75) monthly for meeting targeted bed-days
* Money ($50-$75) monthly for Family Action Counselor who meet targeted productivity.
* Employee of the Month recognition with gift card.
* Quarterly barbecue or special event for employees.