

**Marion County Board of Developmental Disabilities  
Strategic Plan: 2018 - 2020**

**Mission Statement:** The Marion County Board of Developmental Disabilities helps people to live, learn, and earn in the community.

**Vision:** People with developmental disabilities will be fully included in the Marion Community.

**Values:** Community, Advocacy, Respect, Enthusiasm, Self-determination (CARES)

<b>1. GOAL: The Marion County Board of Developmental Disabilities will identify modifications necessary to ensure sustainability of services.</b>				
<b>Specific Objectives and Action Steps</b>		<b>2018 Progress Notes</b>	<b>2019 Progress Notes</b>	<b>2020 Progress Notes</b>
<b>1.A.</b>	<b>Review current funding available and identify need to ask the community for additional support; or to make necessary cuts or modifications to current budget.</b>	<ul style="list-style-type: none"> <li>Levy messaging included points such as growth, investment, and federal kickbacks</li> <li>Requested state funded hardship waivers. 4 Individual Options waivers granted.</li> <li>Changes to health insurance plan (decrease Board % and remove spouse coverage)</li> <li>Abolish FT janitor position</li> </ul>		
<b>1.B.</b>	<b>Identify plan to serve all individuals including those not federally funded through a waiver; for example Residential, Day Programs, Transportation, Early Intervention, and Special Olympics.</b>	<ul style="list-style-type: none"> <li>Continue to support free choice of provider</li> <li>United Way (camps), Supplemental Trust, donor</li> <li>Maximize revenue – TCM and Title XX</li> </ul>		
<b>1.C.</b>	<b>Complete an analysis of Board of Elections data regarding levy results.</b>			

**Marion County Board of Developmental Disabilities  
Strategic Plan: 2018 - 2020**

<b>2. GOAL: The Marion County Board of Developmental Disabilities will increase education and support for families and individuals in early childhood and school age.</b>				
<b>Specific Objectives and Action Steps</b>		<b>2018 Progress Notes</b>	<b>2019 Progress Notes</b>	<b>2020 Progress Notes</b>
<b>2.A.</b>	<b>Increase Early Intervention Referrals.</b>	<ul style="list-style-type: none"> <li>• Ohio Buckles Buckeyes</li> <li>• HB 49 was utilized to provide subsidy to support EI child find outreach activities. HMG was able to utilize these funds to work collaboratively with MCBDD to retain awareness of EI programs.</li> <li>• Communications – use social media to tell stories of those served through EI</li> </ul>		
<b>2.B.</b>	<b>Extend SSA services and education for children ages 3-5. Provide community outreach to families and to preschool providers within Marion County.</b>	<ul style="list-style-type: none"> <li>• SSA Director collaboration with EI Developmental Specialists</li> <li>• Restructured policy language to clarify eligibility requirements</li> </ul>		
<b>2.C.</b>	<b>Build relationships with local school districts to strengthen the partnerships between LEA, families, and MCBDD to better serve the needs of those between ages 6 to 22.</b>	<ul style="list-style-type: none"> <li>• Formed Therapy Collaboration Group that brings therapists and EI professionals together with schools to learn of resources, share information and try to solve the community therapy shortage.</li> <li>• Superintendent is attending county-wide superintendent group meetings.</li> <li>• Advocacy outreach at schools through community programs department</li> <li>• Communications – sending information to all school resources coordinators.</li> </ul>		

**Marion County Board of Developmental Disabilities  
Strategic Plan: 2018 - 2020**

3. GOAL: The Marion County Board of Developmental Disabilities will establish waiting lists for people served who are eligible for county board services and to reduce the number of people on those lists as funding is secured and available.				
Specific Objectives and Action Steps		2018 Progress Notes	2019 Progress Notes	2020 Progress Notes
3.A.	Annually the SSA Director and Superintendent will determine the number of projected waivers to be implemented and quarterly the waiver allocations will be requested.	<ul style="list-style-type: none"> <li>Don't have funding to allocate non-emergency waivers at this time.</li> <li>Obtained 3 hardship waivers (state funded)</li> <li>Continue to use Level 1 Waivers for refinancing adult services costs</li> </ul>		
3.B.	SSA Department will continually assess the needs of people served and update the waiting lists as appropriate. Waivers will be implemented as necessary and available.	<ul style="list-style-type: none"> <li>New policy implemented and waitlist assessments are being completed. Should reduce list to 25% of current.</li> </ul>		

**Marion County Board of Developmental Disabilities  
Strategic Plan: 2018 - 2020**

<b>4. GOAL: The Marion County Board of Developmental Disabilities will contract with Northland Homes and Properties to adequately maintain and improve the Marion County properties occupied by people served.</b>				
<b>Specific Objectives and Action Steps</b>		<b>2018 Progress Notes</b>	<b>2019 Progress Notes</b>	<b>2020 Progress Notes</b>
<b>4.A.</b>	<b>NHP Executive Director and SSA Director will meet annually to tour homes to establish repairs/renovations that are needed to be completed within that year.</b>	<ul style="list-style-type: none"> <li>July 2018 – SSA department and operations department staff reviewed all 19 homes to identify needs and establish priorities.</li> </ul>		
<b>4.B.</b>	<b>NHP Executive Director and SSA Department will maintain contact at least quarterly to enhance communication to best serve occupants of homes.</b>	<ul style="list-style-type: none"> <li>Began receiving monthly maintenance reports</li> <li>SSA Director does have communication at least quarterly</li> </ul>		
<b>4.C.</b>	<b>MCBDD will consider purchasing an additional home to meet the needs of individuals with complex needs.</b>			

**Marion County Board of Developmental Disabilities  
Strategic Plan: 2018 - 2020**

<b>5. GOAL: The Marion County Board of Developmental Disabilities will recruit and support providers of services to ensure providers are available to best meet the needs of people served.</b>				
<b>Specific Objectives and Action Steps</b>		<b>2018 Progress Notes</b>	<b>2019 Progress Notes</b>	<b>2020 Progress Notes</b>
<b>5.A.</b>	<b>SSA Director and Superintendent will, in conjunction with Clearwater COG, recruit sufficient providers of services to meet the needs of people served receiving services from the county board.</b>	<ul style="list-style-type: none"> <li>• COG provides monthly recruitment report (Provider Relations Specialist)</li> <li>• Communications department is working with providers to share success stories of people mutually served</li> <li>• Technology grant has started – may play a role in reducing the stress on direct support professionals</li> </ul>		
<b>5.B.</b>	<b>SSA Department will provide support to providers in continuously improving service options and service quality.</b>	<ul style="list-style-type: none"> <li>• Support of the DSP Ohio program - awareness of need and sustainability of direct support professionals</li> <li>• Employer Resource Network through Marion Matters</li> </ul>		
<b>5.C.</b>	<b>SSA's will meet with each newly certified independent provider within 60 days of the provider being selected to provide services to a person served for purposes of confirming the provider understands the ISP, and the provider's responsibilities and ensuring the provider has contact information for the county board.</b>	<ul style="list-style-type: none"> <li>• Implemented new ISP Training Verification Form.</li> </ul>		

**Marion County Board of Developmental Disabilities  
Strategic Plan: 2018 - 2020**

5.D.	<b>Ensure all providers are knowledgeable and implement documentation requirements.</b>	<ul style="list-style-type: none"> <li>• Provider compliance reviews, monthly provider meeting, quarterly COG provider meetings, commencement tools for monitoring, SES reviews, team meetings</li> <li>• CES department working with Marca Industries to support implementation of employment services</li> </ul>		
5.E.	<b>Consider the possibility of MCBDD offering orientation and ongoing employee training to private provider agencies.</b>	<ul style="list-style-type: none"> <li>• Will consider adding to Health and Safety Specialist position in the future.</li> </ul>		
5.F.	<b>Work in collaboration through the Clearwater COG to develop housing solutions for young adults with intense needs.</b>			

**Marion County Board of Developmental Disabilities  
Strategic Plan: 2018 - 2020**

<b>6. GOAL: The Marion County Board of Developmental Disabilities will ensure services are provided in the most integrated settings possible.</b>				
<b>Specific Objectives and Action Steps</b>		<b>2018 Progress Notes</b>	<b>2019 Progress Notes</b>	<b>2020 Progress Notes</b>
<b>6.A.</b>	<b>Promote the advancement of individuals' skills toward improvement in self-advocacy efforts.</b>	<ul style="list-style-type: none"> <li>• Received grant from OSDA for 13 scholarships to Project STIR training. Also sent two additional people.</li> <li>• Six individuals attended the Synergy Conference (OSDA and PAR)</li> <li>• Community Programs department presented to local schools on advocacy.</li> </ul>		
<b>6.B.</b>	<b>Encourage individuals to implement their self-advocacy skills to fully participate in choice of providers, services, and settings.</b>	<ul style="list-style-type: none"> <li>• Outcomes are becoming more person-centered within ISPs.</li> <li>• Working through individual issues with medication administration.</li> <li>• Rights and Responsibilities discussed every month at Marion Self Advocates meetings.</li> <li>• Example – reworked schedule to ensure individual continued the community activities he liked when switching day providers</li> </ul>		
<b>6.C.</b>	<b>Ensure self-advocacy trainings, events, and meetings are offered to all individuals, regardless of provider.</b>	<ul style="list-style-type: none"> <li>• Program services director attended the provider meeting to discuss self advocacy and the MCBDD community integration schedule.</li> <li>• Providers attend monthly advocacy group meetings separately with the people they serve</li> </ul>		

**Marion County Board of Developmental Disabilities  
Strategic Plan: 2018 - 2020**

<b>6.D.</b>	<b>Involve all providers with awareness of clubs, organizations, and other opportunities for advocacy and integration.</b>	<ul style="list-style-type: none"><li>• Current waiting list for CI services – no facility based services.</li><li>• Received commendations from CARF on CI</li></ul>		
-------------	----------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------	--	--



**Marion County Board of Developmental Disabilities  
Strategic Plan: 2018 - 2020**

<b>7. GOAL: The Marion County Board of Developmental Disabilities will increase the number of individuals of working age engaged in community employment.</b>				
<b>Specific Objectives and Action Steps</b>		<b>2018 Progress Notes</b>	<b>2019 Progress Notes</b>	<b>2020 Progress Notes</b>
<b>7.A.</b>	<b>Identify and implement miscellaneous trainings for people served that are funded through OOD (computer training, etc.)</b>	<ul style="list-style-type: none"> <li>• Computer training was approved by OOD and implemented (February 2018).</li> </ul>		
<b>7.B.</b>	<b>Expand community employment services through Employment First partnerships, to include people served that are outside the DD system (veterans, rehabilitation, etc.)</b>	<ul style="list-style-type: none"> <li>• 13 out of 23 (56%) new referrals from OOD were not people who attend sheltered workshop</li> <li>• 8 out of 23 (35%) new referrals from OOD do not have SSA</li> </ul>		
<b>7.C.</b>	<b>Expand summer youth program.</b>	<ul style="list-style-type: none"> <li>• Did not expand program in 2018 (3 work experience, 1 career exploration)</li> <li>• Have distributed information to OOD counselors to start plans for 2019 program early – will be contacting schools next.</li> </ul>		
<b>7.D.</b>	<b>Ensure compliance with Employment Navigator requirements.</b>	<ul style="list-style-type: none"> <li>• Employment progress reports completed for all ISPs</li> <li>• Program services director met with providers to train</li> <li>• Will work to ensure future reports are more progress-driven</li> </ul>		
<b>7.E.</b>	<b>Update and maintain DODD’s Employment First database for all Marion County residents, regardless of provider.</b>	<ul style="list-style-type: none"> <li>• Trained Marca on database</li> <li>• Updated individuals who receive services from MCBDD</li> <li>• Met with SSAs to try to capture information for people who don’t have employment providers but are employed.</li> </ul>		

**Marion County Board of Developmental Disabilities  
Strategic Plan: 2018 - 2020**

<b>8. GOAL: The Marion County Board of Developmental Disabilities will ensure there is an effective Health &amp; Safety Program.</b>				
<b>Specific Objectives and Action Steps</b>		<b>2018 Progress Notes</b>	<b>2019 Progress Notes</b>	<b>2020 Progress Notes</b>
<b>8.A.</b>	<b>Ensure the integrity of the Health &amp; Safety programs is maintained as the Health &amp; Safety Training Specialist is transitioned to a part-time position.</b>	<ul style="list-style-type: none"> <li>• Evidenced in CARF survey – commendation received for the Health and Safety program.</li> <li>• Meetings, trainings, and inspections still happening as needed</li> <li>• Currently working well but will need to plan for full retirement in 2019</li> </ul>		
<b>8.B.</b>	<b>Continue to review health and safety policies and procedures to ensure all practices accurately reflect MCBDD’s current programs and services. Collaborate with agencies who lease building space as appropriate.</b>	<ul style="list-style-type: none"> <li>• Updates to H&amp;S procedure manual completed in 2018</li> <li>• Drills transitioned to MEECC programs in 2018</li> <li>• Custodian transitioned to Head Start in 2018</li> </ul>		

**Marion County Board of Developmental Disabilities  
Strategic Plan: 2018 - 2020**

<b>9. GOAL: The Marion County Board of Developmental Disabilities will work to ensure all employees are well-informed in regard to their positions with the agency.</b>				
<b>Specific Objectives and Action Steps</b>		<b>2018 Progress Notes</b>	<b>2019 Progress Notes</b>	<b>2020 Progress Notes</b>
<b>9.A.</b>	<b>Implement a complete revision to the MCBDD Employee Handbook.</b>	<ul style="list-style-type: none"> <li>Information has been gathered from all people who present at new employee orientation</li> </ul>		
<b>9.B.</b>	<b>Develop and implement position-specific orientation programs within each department.</b>	<ul style="list-style-type: none"> <li>Realized no longer a specific need (SSA web-based training requirements, mentoring program, OOD employment training requirements)</li> </ul>		
<b>9.C.</b>	<b>Maintain an efficient information system for distributing information to all employees (folder on the server, regular email series, in-person meetings, etc.)</b>	<ul style="list-style-type: none"> <li>Progress made through communications department (constant contact email, Superintendent's message, social media, presentation swaps with other agencies)</li> <li>Management staff work with employees for responsibilities</li> </ul>		
<b>9.D.</b>	<b>Training will be planned and executed for the executive/management team.</b>	<ul style="list-style-type: none"> <li>Rick Black from OACB for finance training</li> </ul>		

**Marion County Board of Developmental Disabilities  
Strategic Plan: 2018 - 2020**

<b>10. GOAL: The Marion County Board of Developmental Disabilities will implement efforts to maximize the collection of Medicaid revenue.</b>				
Specific Objectives and Action Steps		2018 Progress Notes	2019 Progress Notes	2020 Progress Notes
<b>10.A.</b>	<b>Increase quality assurance by reviewing and implementing billing standards and timelines for Targeted Case Management, Community Integration, and Non-Medical Transportation.</b>	<ul style="list-style-type: none"> <li>• Timelines have been established and reporting is made on monthly board reports.</li> </ul>		
<b>10.B.</b>	<b>Evaluate Medicaid Administrative Claiming program and implement the participant list that proves most beneficial to MCBDD's revenue.</b>	<ul style="list-style-type: none"> <li>• Removed Community Services Assistant in July 2018.</li> </ul>		
<b>10.C.</b>	<b>Research requirements and feasibility of billing for Supported Employment services provided by MCBDD.</b>	<ul style="list-style-type: none"> <li>• Implemented billing in 2018 – only one person but will continue to evaluate others.</li> </ul>		

**Marion County Board of Developmental Disabilities  
Strategic Plan: 2018 - 2020**

<b>11. GOAL: The Marion County Board of Developmental Disabilities will update financial tracking processes.</b>				
<b>Specific Objectives and Action Steps</b>		<b>2018 Progress Notes</b>	<b>2019 Progress Notes</b>	<b>2020 Progress Notes</b>
<b>11.A.</b>	<b>Work with the Marion County Auditor to merge the residential fund into the operating fund.</b>	<ul style="list-style-type: none"> <li>Discontinue. Statewide trend is to track separately.</li> </ul>		
<b>11.B.</b>	<b>Transfer the budget tracking system to the DODD 10 year cash flow projection format.</b>	<ul style="list-style-type: none"> <li>Completed in 2018.</li> </ul>		
<b>11.C.</b>	<b>Implement the utilization of the OACB Waiver Services Tracking tool and maintain the Impact of waiver enrollment 3.7 tool.</b>	<ul style="list-style-type: none"> <li>In progress during 2018.</li> </ul>		
<b>11.D.</b>	<b>Revise and update the capital budget and capital project planning process.</b>	<ul style="list-style-type: none"> <li>Completed in 2018.</li> </ul>		
<b>11.E.</b>	<b>Complete year-end analysis and present to Board and Executive Staff.</b>			
<b>11.F.</b>	<b>Learn more information regarding Data Warehouse in order to better utilize information that is available.</b>			

**Marion County Board of Developmental Disabilities  
Strategic Plan: 2018 - 2020**

<b>12. GOAL: The Marion County Board of Developmental Disabilities will transition our Information Technology capabilities from data vault to the "Cloud".</b>				
<b>Specific Objectives and Action Steps</b>		<b>2018 Progress Notes</b>	<b>2019 Progress Notes</b>	<b>2020 Progress Notes</b>
<b>12.A.</b>	<b>One IT will identify the necessary steps to make the full transition to the Cloud. Director of Operations will help strategize this transition based on MCBDD needs and budget.</b>	<ul style="list-style-type: none"> <li>• Transition has started – portions of the network have gone to the cloud and progress will continue</li> <li>• Shared folders have been moved to the cloud.</li> </ul>		
<b>12.B.</b>	<b>One IT will update MCBDD's Information Technology platform to utilize programs and applications in the Cloud. One IT will prioritize the security of MCBDD data during the transition.</b>			
<b>12.C.</b>	<b>Director of Operations will outline all the changes that took place and conduct any additional training that may be needed with the MCBDD staff.</b>			

**Marion County Board of Developmental Disabilities  
Strategic Plan: 2018 - 2020**

<b>13. GOAL: The Marion County Board of Developmental Disabilities will work to organize group folders on the share drive, assign individuals under folder groups, and use restricted access to limit each employee to the designated groups determined by the management staff.</b>				
<b>Specific Objectives and Action Steps</b>		<b>2018 Progress Notes</b>	<b>2019 Progress Notes</b>	<b>2020 Progress Notes</b>
<b>13.A.</b>	<b>The management team will designate folder groups and the individuals who will have access to these designated folder groups.</b>	<ul style="list-style-type: none"> <li>• Organization and implementation are complete.</li> </ul>		
<b>13.B.</b>	<b>The Director of Operations will work with One IT to organize these folder groups and implement the changes including the testing of the groups to ensure they are correct.</b>			
<b>13.C.</b>	<b>One IT/ Director of Operations will conduct any training that is needed by the staff.</b>			

**Marion County Board of Developmental Disabilities  
Strategic Plan: 2018 - 2020**

<b>14. GOAL: The Marion County Board of Developmental Disabilities will work to compile all building layouts to include new renovations and document all the current square footage, improvements, and transition these to store on electronic drives.</b>				
<b>Specific Objectives and Action Steps</b>		<b>2018 Progress Notes</b>	<b>2019 Progress Notes</b>	<b>2020 Progress Notes</b>
<b>14.A.</b>	<b>Update all building layouts including new renovations in one folder and ensure all square footage and new improvements are documented.</b>	<ul style="list-style-type: none"> <li>• New layouts have been identified for school and administration building. Will need to update Beidler and all square footage.</li> </ul>		
<b>14.B.</b>	<b>Organize blueprints to include room layouts, HVAC layout, and plumbing layout into sections per building.</b>	<ul style="list-style-type: none"> <li>• Blueprints documented for plumbing and HVAC but not Beidler renovation.</li> </ul>		
<b>14.C.</b>	<b>Copy all current blueprints and room layouts onto portable storage devices and label accordingly.</b>	<ul style="list-style-type: none"> <li>• Will continue after A &amp; B are complete.</li> </ul>		



**Marion County Board of Developmental Disabilities  
Strategic Plan: 2018 - 2020**

<b>15. GOAL: The Marion County Board of Developmental Disabilities will make physical facility improvements to enhance recreational opportunities.</b>				
<b>Specific Objectives and Action Steps</b>		<b>2018 Progress Notes</b>	<b>2019 Progress Notes</b>	<b>2020 Progress Notes</b>
<b>15.A.</b>	<b>Install a cement/asphalt path to allow access from the parking lot to the baseball diamond and soccer field area.</b>	<ul style="list-style-type: none"> <li>Completed in September 2018.</li> </ul>		
<b>15.B.</b>	<b>Make improvements to the baseball diamond (i.e., fence, scoreboard, shed, infield, bleachers, grass, dugouts, etc.).</b>	<ul style="list-style-type: none"> <li>Completed and will maintain.</li> </ul>		
<b>15.C.</b>	<b>Consider converting the former bus garage into a field house for Special Olympics programs.</b>	<ul style="list-style-type: none"> <li>On hold per current capital plan.</li> </ul>		

**Marion County Board of Developmental Disabilities  
Strategic Plan: 2018 - 2020**

16. GOAL: The Marion County Board of Developmental Disabilities will Strengthen partnerships, community support, and personal relationships to provide better support, creative solutions, and more opportunities for those we serve and other stakeholders.				
Specific Objectives and Action Steps		2018 Progress Notes	2019 Progress Notes	2020 Progress Notes
16.A.	Survey community members and other stakeholders to solicit honest feedback on their thoughts regarding MCBDD.	<ul style="list-style-type: none"> <li>• Sent out a survey at the end of 2017 with almost no response</li> <li>• Reworked the survey in hopes for more participation</li> <li>• Created a list of community leaders and constituents to interview one-on-one to try to uncover our reputation challenges and lack of community support</li> <li>• Working with Marion Technical College to design a survey and questions that gain insight and help with future messages to combat misconceptions and negative reputation</li> <li>• OSUM students have also offered to do a phone survey to poll samplings from precincts that did not vote for us to get their perspective</li> </ul>		
16.B.	Identify opportunities to share resources, cross county and locally, to demonstrate more fiscal responsibility with community funds.	<ul style="list-style-type: none"> <li>• HR contract implemented with Marion Public Health</li> <li>• Agreement established with CSB to provide services for person</li> <li>• Attend regional OACB PR meetings to discuss sharing/collaboration</li> <li>• Collaborated with Delaware and Morrow counties to share employment stories during National Disability Employment Awareness Month in October</li> <li>• Have written press releases and community stories for partners Children First Council and Help Me Grow</li> </ul>		

**Marion County Board of Developmental Disabilities  
Strategic Plan: 2018 - 2020**

<p align="center"><b>16.C.</b></p>	<p align="center"><b>Improve communications about the good things that are happening at MCBDD.</b></p>	<ul style="list-style-type: none"> <li>• Started four new social media channels and have grown their audiences</li> <li>• Have written press releases and community stories for partners such as the YMCA, Elgin City Schools, Cummins Facility Services, Rural King, and more</li> <li>• Have submitted 15 stories to the Marion Star. Nine of those made the front page.</li> <li>• Repeated those stories on the website</li> <li>• Redesigned the website and regularly add stories, Superintendent’s messages, and update as improvements are suggested</li> <li>• Began using an email client called Constant Contact to send a monthly e-newsletter to a list of 450 community members with statistics and data on who is opening them, what they are clicking on, how long they stay on the newsletter and more</li> <li>• Added Google analytics to our website to review content and see what pages are getting the most views</li> <li>• Continually interviewing and featuring those served, their caregivers, families, and more to educate the community on what we do and who we serve</li> <li>• Designed and posted 12 different billboards for community awareness featuring those served</li> <li>• Went from zero Facebook fans to 2,000 in one year with a consistent reach in the 20,000 range</li> </ul>		
------------------------------------	--------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--	--

**Marion County Board of Developmental Disabilities  
Strategic Plan: 2018 - 2020**

		<ul style="list-style-type: none"> <li>• Spoke to over 30 organizations equaling over 1600 people to educate and inform community members on what MCBDD does, where the tax dollars go, and why it is important to support</li> <li>• Purchased radio spots and had six rotating messages</li> <li>• Purchased 23 radio call-ins that were 4-6 minutes in length. These call-ins featured 22 different people in an effort to show our community involvement and community support. These were recycled over all media platforms to increase reach</li> <li>• Purchased 4 Morning Magazine interviews that provided us with an hour to talk in-depth about who we are, what we do, and why it is important to support the work of MCBDD. These segments were also downloaded and reused in other platforms to increase exposure and reach</li> <li>• Started a clothing store through Hessler to allow staff to continually purchase MCBDD swag that will be worn in our community</li> <li>• Purchased t-shirts to giveaway regularly to community members and those served</li> </ul>		
16.D.	<p><b>Continue ongoing public awareness campaign to help the community understand individuals with developmental disabilities and the responsibilities of MCBDD.</b></p>	<ul style="list-style-type: none"> <li>• Continually interviewing and featuring those served, their caregivers, families, and more to educate the community on what we do and who we serve</li> <li>• Use all platforms listed in 16.C to provide various forms of media for ongoing, consistent messages</li> </ul>		

**Marion County Board of Developmental Disabilities  
Strategic Plan: 2018 - 2020**

<p><b>16.E.</b></p>	<p><b>Execute a rebranding campaign of MCBDD no longer being a direct service provider (Marca).</b></p>	<ul style="list-style-type: none"> <li>• Front page story on this topic was written and submitted. It has been recycled and reshared</li> <li>• Touching on this topic in our presentations helps to further educate the community on the split and our separate roles to mutually serve those with DD</li> <li>• Consistent signage, images, promotion to create awareness of MCBDD independently of Marca</li> </ul>		
---------------------	---------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--	--

**Marion County Board of Developmental Disabilities  
Strategic Plan: 2018 - 2020**

<b>17. GOAL: The Marion County Board of Developmental Disabilities will redesign the website to an accessible format that allows for blog posts, stories, and a user-friendly design that converts to multiple devices that are used to receive information online.</b>				
<b>Specific Objectives and Action Steps</b>		<b>2018 Progress Notes</b>	<b>2019 Progress Notes</b>	<b>2020 Progress Notes</b>
<b>17.A.</b>	<b>Ensure website content is accurate, up-to-date, and portrays a consistent message.</b>	<ul style="list-style-type: none"> <li>• Once a month story submissions as well as Superintendent’s messages are added to the site to keep it up to date</li> <li>• When edits are brought to my attention, they are made</li> <li>• Reminding staff to continually review the site once a month in the Communications monthly report</li> </ul>		
<b>17.B.</b>	<b>Use the new website as a “news hub.”</b>	<ul style="list-style-type: none"> <li>• Once a month story submissions as well as Superintendent’s messages are added to the site to keep it up to date</li> </ul>		
<b>17.C.</b>	<b>Measure results to track trends and audience.</b>	<ul style="list-style-type: none"> <li>• Use Google analytics for this work on the website</li> <li>• Each social media platform has built-in analytics that are reviewed monthly and reported out to the board and staff via the Communication board report</li> </ul>		
<b>17.D.</b>	<b>Add internal forms, MUI forms, etc. to backend, password protected area for easy reporting, etc.</b>	<ul style="list-style-type: none"> <li>• This has been deemed “low priority” due to statewide tools that should be able to accommodate this need</li> </ul>		

**Marion County Board of Developmental Disabilities  
Strategic Plan: 2018 - 2020**

<b>18. GOAL: The Marion County Board of Developmental Disabilities will effectively use technology to move the agency forward.</b>				
<b>Specific Objectives and Action Steps</b>		<b>2018 Progress Notes</b>	<b>2019 Progress Notes</b>	<b>2020 Progress Notes</b>
<b>18.A.</b>	<b>Identify database for Individual Information (data, ISPs, casenotes, etc.). Currently researching Britco and Gatekeeper.</b>			
<b>18.B.</b>	<b>Implement Intellinetics programs for scanning and electronic file storage.</b>			
<b>18.C.</b>	<b>Implement the Technology Grant available through DODD.</b>			
<b>18.D.</b>	<b>Restructure remote monitoring policies to comply with new rules.</b>			